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Vol. 14, No. 1
May 6th, 1922.

CANADIAN MOVING PICTURE DIGEST

Vol 14
May 6 - Apr 14
1922-23

"I never saw as many kids in my life as came to see

'Robinson Crusoe"

Ben Geldzaeler, Mgr. of Allen's Parkdale, one of the largest Suburban Theatres in Toronto.

It will do the same for you

Canadian Universal

MAY 6th, 1922.
TORONTO, CANADA

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with
LOUISE GLAUM
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THE BREAKING POINT
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BESSIE BARRISCALE
Its dramatic climax is mountain high and the acting is peerless.

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A more splendid epic of the sea is impossible.

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BESSIE BARRISCALE
A truly worthwhile production with a splendid cast of artists.

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J. WARREN KERRIGAN
Romance and Adventure.

THE SPOILERS
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Get this picture and clean up.

THE NE'ER DO WELL
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A picture of thrills—pep—action and love interest abounding.

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Starring
BETTY BALFOUR and HUGH E. WRIGHT
A production which is a true expression of genius.

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Starring
VIOLET HOPSON
A stirring story of action that will appeal to the lover of the sport kings.

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H. DE VERE STACPOOLE
A sparkling drama of humour and action straight from Old Ireland.

and

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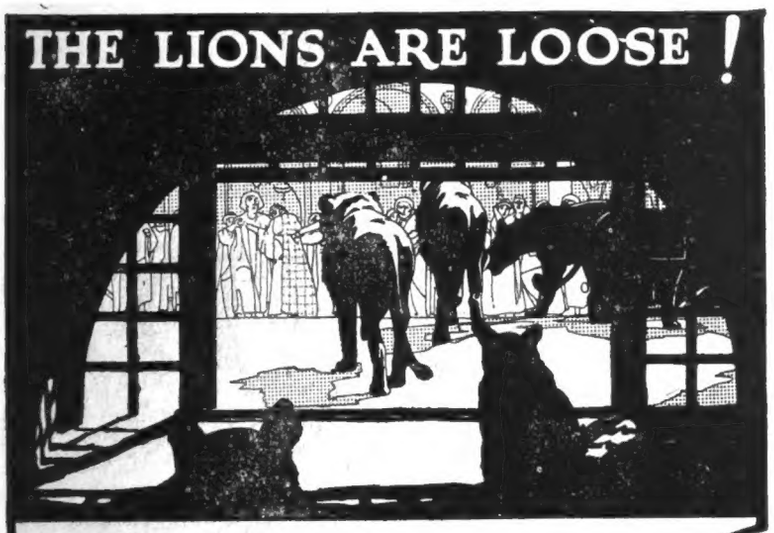
"THEODORA"--The Rising Star



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Rita Jolivet

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
CANADIAN PRODUCTS
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 1 | TORONTO, CANADA | MAY 6th, 1922

"DON'T PUT ALL YOUR EGGS IN ONE BASKET"

THE shrewd farmer says, "Don't put all your eggs in one basket" when Mirandy is going to market. The reason is obvious. The merchant applies this bit of advice to his banking, or investments and divides up his chances of loss. The Exhibitor can apply this same rule to his buying of pictures. "Don't put all your eggs in one basket." Which means that the Exhibitor should not buy all his pictures from one Exchange.

Producers who concentrate upon a certain line of production and stick to this line, generally turn out a specialized form of entertainment, providing, of course, that the Trademark of this producer stands for something in the Trade. The Exhibitor cannot do better than stick to this particular brand for that particular kind of entertainment. Another producer, not specializing in this direction, but producing another brand to perfection, will furnish the exhibitor with another species of picture-entertainment. It is up to the exhibitor to study the various Trademarks and what they particularly do well with, in the nature of production; and to buy this style of a picture from that Trademark which specializes along these lines. Following this method of procedure the exhibitor will be following the course of the bee, who flits from flower to flower, sipping the sweets. The bee knows the nature of the flowers it seeks and knows how to pick them and does pick them. The exhibitor is in position to do the same, but instead of visiting a variety of flowers to gather sweets in order to make honey, the exhibitor should select his pictures from a variety of exchanges in order to make money. It is not difficult if the exhibitor will break the wrapper of his trade papers and read what is written there for his benefit, for trade papers are essentially for the benefit of the exhibitor; and the information contained therein will keep the exhibitor posted, if he will read and learn.

The exhibitor who simply drifts along, and entering any exchange aimlessly says, "What have you got?" generally gets one of the pictures which are scheduled as a "got to take picture." What is a "got to take picture?" One which is forced upon the exhibitor with a picture which is really good. Exhibitors should fly from the "got to take picture" as one flies from a plague. It is much better to pay a little more for the good picture in order to satisfy the exchange than to accept the "got to take one." The very best thing that could happen to this business would be the refusal of exhibitors to accept the "got to take pictures." Exchanges loaded with this poor material would return it to its producer; and either make him stand the loss, or eliminate him from their list of producers. Of course the very best producer will occasionally "put over" a poor one, not because of a lack of judgement, but because the psychology of the public when it comes to entertainment is sometimes erratic. This should go down on the side of loss for the Exchange, just as failures are charged up to loss in the conducting of other enterprises. The standard of merit in pictures would, following the refusal to accept the "got to take picture," be much higher.

There are a good many fine pictures available on the market to-day. The exhibitor should select these products, leaving himself free from entanglements in order to be able to do so. Buy serials from that Exchange which has identified itself with serials, don't overlook a good serial by another exchange, however. Every rule is elastic in its practice and should be elastically applied. Buy one-reel features or comedies from that exchange which has identified itself with that brand of product, but don't overlook a single reel or comedy handled by another exchange which is a feature. Buy society dramas and other dramas from the exchange who produces the best kind of this entertainment, melodramas from the exchange which knows what the public likes in this direction. Being an exhibitor, a successful exhibitor, means knowing the business you are in; and no exhibitor can be successful without knowing the Trademarks he is buying. "Don't put all your eggs in one basket." Visit all the exchanges and select their best. It might look as if you are a pretty hard customer, but when exhibitors become "hard customers," in what they want; and cut out the habit of trying to get a feature for $2.50, less than has been asked for it, this method being all wrong, the exhibitors will find that the exchanges will make every effort to cater to them. Good customers are catered to carefully, respectfully in other enterprises. Good customers are nursed and every effort made to retain their business. Let the exhibitor demand the best, insist upon the best, this is the finest kind of bargaining; and the only real bargaining spirit which he should develop in himself. The exchanges will then respect the exhibitor, co-operating with him for their mutual benefit.

—*RAY LEWIS*

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Digest Reviews "A Stage Romance," "Grand Larceny," "A Question of Honor"

"A STAGE ROMANCE" is a production built with beauty and finesse. It is an adaptation of the stage drama, "Mad Man or Genius" by Alexandre Dumas, Pere. The story is charming and especially suitable for screen purposes. William Fox could not have selected a more favorable vehicle for William Farnum's return to the screen, after an absence of a year, than he has done in the role of Edmund Keen, the great stage idol of "A Stage Romance," which part Farnum portrays. William Farnum, as the poetical, temperamental actor, Edmund Keen, displays his ability again, this time, however, in a less physically strenuous role. In the mad scene in the theatre his dramatic powers become paramount. The intense scenes would have been more effective had they been played with a little more reserve of facial expression, but this must be very difficult for artists with strong faces and plenty of power to express what they feel emotionally. The supporting cast is exceptionally good. "A Stage Romance" should prove a winner in any class of house. Romance seems to be the big call the world is beginning to listen to after years of rank materialism. Exhibitors should play upon the "romance angle" in their exploitation, William Farnum's name and the author.

"Grand Larceny," a Goldwyn release, featuring Elliott Dexter and Claire Windsor, has a most interesting and unusual story. The action keeps up the interest.

The settings are in excellent taste with no attempt at overlavishness.

Claire Windsor is most good to look at, even a woman-hater must concede that she is a beautiful woman and knows how to show to most admirable advantage the many handsome costumes which her part requires. Aside from the advantage of knowing how to wear good clothes, Claire Windsor can act. Elliott Dexter plays his part with fine reserve.

The heavy should have been shot at sunrise, he very nearly "chewed" up, not only his own part, but all the scenes in which he appeared. However, the picture is too good for even a bad villain to kill. This picture should be successful in the better class of houses.

THERE is no doubt about this picture, it has a theme that should prove a big box-office attraction.

One big thrill crowns this production, the explosion of a tunnel in which the heroine happens to be. During the entire action which leads up to the explosion, the tension and interest keeps the audience sitting forward in their seats awaiting the climax of this particular scene.

The picture throughout contains a rapid succession of hair-raising scenes and a couple of two-fisted encounters which are executed in first-class style.

Starring Anita Stewart, the picture is a rare combination of drama and adventure, keeping the interest of the audience on edge all of the time.

"A Question of Honor" was directed by Edwin Carewe, and in the support of Miss Stewart are: Edwin Hearn, Arthur Stuart Hull, Frank Beal, Walt Whitman, Adele Farrington, Ed Brady and Mary Land.

"A Question of Honor" released by Associated First National.

THE MEN WHO MADE "THE BREAKING POINT"

PAUL SCARDON in directing "The Breaking Point" has again shown the ability which he displayed in his handling of "The Broken Gate," and which is also so evident in "Milestones, "Partners of the Night" and "Her Unwilling Husband," productions which have established him as a directorial genius.

J. L. FROTHINGHAM, a producer who demands the best of everything in his pictures. "The Breaking Point" is the second picture in which he has starred Bessie Barriscale, and in both he has demonstrated his ability to pick casts of unusual quality and strength.

H. H. VAN LOAN.—Responsible for many successful scenarios, brings to "The Breaking Point" which he adapted from Mary Lerner's "The Living Child," all the insight and charm which has distinguished his other work, notable among which is "The Great Redeemer," for Maurice Tourneur.

Winnipeg, May 1st, 1922.

Mr. O. R. Hanson,
Canadian Educational Films,
Toronto, Ont.

Dear Mr. Hanson:

Kindly be advised "HOW TO GROW THIN" opens the Capitol theatre this week, May 15-16-17, Moose Jaw, May 22-23-24, Capitol theatre, Calgary. After that the print will be scheduled through to Vancouver. Upon its return here we will have it booked solid in this City.

Very truly yours,
CANADIAN EDUCATIONAL FILMS
(Sgd.) S. BRINT
Western Division Manager.

"How To Grow Thin" is booked solid to June in Canada. Ottawa and Buffalo are tying up with a newspaper contest. Home Service Weight Reduction Campaign. That the picture is creating talk is without question and talk creates business.

"I lost eight pounds following the idea in 'How To Grow Thin,'" said one woman to the DIGEST, and the DIGEST sent her over to see Mr. Hanson, who looked her over and said, she had.

Equity Pictures Release "Soul of Raphael"

Equity Pictures Corporation is shortly releasing the "Soul of Raphael" with Clara Kimball Young starring. This corporation have reached an arrangement with Standard Films to distribute their pictures in Ontario.

ROBINSON CRUSOE AS SCREEN HERO

A wise writer once said: "If you want to do something worth while in the world, please the children."

Universal has done just this in giving to the screen "The Adventures of Robsinson Crusoe," now being released in Canada and already booked for the entire Allen Theatre circuit. There is scarcely a boy or girl in the world who has not read and been thrilled by the life of the venturesome Defoe hero. They may have been deprived the advantage of a common school education, but by some hook or crook you can count on them being familiar with Crusoe, whether they are white, yellow, red or black.

In the eyes of children Crusoe for many years has held the same position as the heroes of history have with but one difference—he is loved even more.

Though the story of Robinson Crusoe is partially fictitious, the continuity writer, Emma Bell Clifton, and the director, Robert F. Hill, have seized every opportunity to make every one of the eighteen chapters educational as well as entertaining. The resourcefulness of Crusoe on the desert island, the wonderful friendship between Crusoe and Friday and the locale in foreign shores are vividly picturesque, geographically accurate and instructive.

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CHICAGO EVENING AMERICAN MONDAY, APRIL 24th, 1922.

FILM NEWS AND REVIEWS

'The Sheik's Wife' a Worthy Successor to 'The Sheik'

BY BOB REEL.

Perhaps I should not say "successor," since I stand in danger of being misunderstood. "The Sheik's Wife" is not an American play. It is a French production with a majority of English stars, and scenes taken in Arabia. There are few interiors compared to the vast number of desert scenes—the latter, I believe to be the loveliest and most striking I have ever seen.

This story begins as it should—at the beginning; that is, at the marriage of the Sheik to Estelle Graydon, an English beauty. They leave the half British town behind them and face the desert; Estelle happy in the paradise of innocence to which she is relegated. She cannot know that she is barred forever from the society of her own people; or that she shall never speak again to a white man unless she breaks a holy desert law.

In time, a child is born; and she believes without effort that her husband will keep his oath to her; not to take another wife so long as he should live.

But she counts without the law of the Arabians. The old Sheik admonishes his son to take a second wife. Estelle's husband objects, but—there is the holy law!

Strife sets in. Purposes cross and recross. The Occident wars with the Orient in the Sheik's household; and each misunderstands the other.

It seems that fiction and the drama must get around to the Orient every half dozen years or so. Just as there are fads for Alaskan plays, or Australian ones, or tales of desert islands. It is well for us that this is true. Variety is the spice of life, no doubt—particularly of the life of the imagination, which must feed to a great extent upon itself. That modern fiction should have chosen to make the Arabian Sheik the husband of an English beauty—why, then the touch of variety has been imparted and the world is glad there are Sheiks who can wed English girls!

Briefly, "The Sheik's Wife" is a picture of sense, of romance, of stirring contrast, and real meaning.

The production is being shown this week at the Randolph.

Most of Horses Entered Grand National Won Races

Most of the horses entered for the Grand National have won races of some sort or another over what is called a "park course," that is, at Sandown Park, Kempton Park, Alexandra Park or Hurst Park, or at one of the cross-country meetings where the hurdles are simple things. When a horse has won one of these races the owner sometimes gets very vain and imagines, often, that his horse is a Grand National winner, having no idea that it is like asking an English chorus girl to play Lady Macbeth in French.

Possibly, before next Spring, in consequence of this year's outcry, a test will be arranged—a sort of half Grand National, a race with fences sufficiently high and jumps sufficiently wide to test the jumping capacities of the horses allowed to enter. Otherwise the £8000, which is the first prize, will still encourage all sorts of stupid owners to enter their horses, at the cost of only £50, in case the impossible comes true.

— CLASSIFIED ADS —

Wood Mirambas, three octaves in trunk, guaranteed as good as new and in perfect tune. Price $125.00. Fred R. Pursel, Lyric Theatre, Simcoe.

First Picture Special Made, "The Great Train Robbery"

The Canadian Exhibitors' Exchange are releasing the first motion picture special which was ever made. "The Great Train Robbery," produced in 1901. One reel with old time stars. Audiences will enjoy this "looking backward." Its very crudities makes it interesting as a novelty in pictures as we first saw them.

"Chief among the outstanding qualities of 'The Sheik's Wife' is the fact that it doesn't follow along the familiar, beaten path of screen melodrama. Its atmosphere is unique.

"The picture is beautifully photographed, well directed and gives every indication of winning widespread popularity."—Exhibitors Trade Review on "The Sheik's Wife."

Carpentier To Become Film Star in England

Georges Carpentier is to appear as a film star under the direction of Mr. J. Stuart Blackton in England.

The production will be made by Mr. Blackton in association with Mr. Allen Thomas and Mr. Alexander Bird and work on it will soon be started in London.

The noted Frenchman has just signed the contract, the negotiations having been conducted by Mr. Andrew Soutar.

Distribution will be in the hands of Messrs. Thomas and Bird who have formed THE NATIONAL SUPER PRODUCTIONS for this purpose.

Carpentier will appear in a romantic drama which Mr. Blackton has decided upon as best suited to his talents. It is an English story with large possibilities for effective pictorial treatment. He will be supported by a strong cast. Although best known as a star of the ring, M. Carpentier is an excellent artist, and has often been regarded as the possessor of extraordinary dramatic talent.

CANADIAN EXHIBITORS

"Pagan Love," Hugo Ballin's first independent production, Mabel Ballin.

"Love Madness," Louise Glaum.

"The Capitol," Leah Baird.

"The Coast of Opportunity," J. Warren Kerrigan.

"The Dream Cheater," J. Warren Kerrigan.

"Dombey & Son," Chas. Dickens' Production.

"The Lone Wolf's Daughter," Louis Joseph Vance's story featuring Louise Glaum.

"Broken Gate," Bessie Barriscale.

"Breaking Point," Bessie Barriscale.

"Partners of the Tide," an Irvin V. Willat production, from the novel by Jos C. Lincoln.

"Kissing Cup's Race," a British Masterpiece, Racing Production.

"Garry Owen," a British Masterpiece, Racing Production.

"Call of the Blood," a British Masterpiece Production.

"John Forrest Finds Himself," a British Masterpiece Production.

"The Spoilers," Rex Beach's famous novel, starring Wm. Farnum, Kathlyn Williams and Thos. Santschi.

"Ne'er Do Well," Rex Beach story, starring Kathlyn Williams and Wheeler Oakman.

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THE NAME IS A GUARANTEE
CAMERA CLASSICS
A FILMCRAFT PRODUCT
PRODUCED · IN · CANADA
Educational Pictures
THE SPICE OF THE PROGRAM
CREATED · BY · BLAINE IRISH

Camera Classics Fourth Release Adds to the Prestige of Series

IT has been repeatedly suggested that neither Filmcraft nor any other Canadian Company could establish a reputation on the production of one-reel features. The reason for this argument was that it would not be possible to maintain the standard of pictures presented to public of the first release of the Filmcraft features, and that the rate of production would soon exhaust the dramatic possibilities of the subjects incorporated. Contrary to all such pessimistic predictions, Filmcraft has been steadily gaining prestige in the producing field, and the wealth of variety that has characterized the Camera Classics, in the first four issues is a sure indication that the supply of novelty is in no danger of becoming depleted.

The scenic feature "One Winter's Day" is one of the most effective subjects that has been released under the Filmcraft banner, revealing a wealth of beauty in the assembling of a number of beautiful snow scenes secured in Northern Ontario, together with some novel shots of city life in winter. This release had its premier showing at the Regent Theatre, Toronto, the week of May 1st, and is released through Educational.

Vitagraph Completes Special Production called "My Wild Irish Rose"

ALBERT E. SMITH, president of Vitagraph, arrived in New York from California after two of the busiest months of his life at the Vitagraph studios in Hollywood. The two months on the West Coast are among the most important in the history of Vitagraph. They saw the completion of Vitagraph's latest special production, "My Wild Irish Rose," adapted from the famous stage success, "The Shaughraun," by Dion Boucicault. The production was lavishly put on by Director David Smith, who has such successes as "Black Beauty," "Flower of the North" and "The Little Minister" to his credit. Pat O'Malley, Helen Howard, Maude Emery and Pauline Starke head the all-star cast. President Smith was at the Hollywood studio during most of the actual filming of "My Wild Irish Rose." He gave his personal attention to the picture, and his wide knowledge, gained from more than twenty years' experience in the motion picture industry, proved an invaluable aid to Director David Smith. President Smith also supervised the preliminary cutting and titling which was done at the West Coast studios. "My Wild Irish Rose" is scheduled as a May release.

Tie-Ups and Window Displays For "Crusoe"

There are a number of fruitful tie-ups possible with "Robinson Crusoe." The most productive one is to get your local schools to co-operate with you. You might offer a season pass to the child in each English class who writes the best essay on "The Adventures of Robinson Crusoe." Other subjects may be used for the essays, as for instance, "Was Robinson Crusoe a Nature Fakir?"

Tie-up with your book-stores for a display of Robinson Crusoe books and color-plates. A similar tie-up may be made with your public library. Publicity can be obtained by presenting one or more copies of the book to the library in anticipation of increased calls for the book, resulting from your showing of the picture.

Window display tie-ups may be made with hardware stores, furniture stores, fur stores, or most any kind of a store, by the use of window-card captions such as: "Robinson Crusoe's life on his lonely island would have been easier if he had taken along (articles on display). You'll need them on your camping trip."

Mary Pickford Chosen President Protection Club

Mary Pickford has been chosen president of a club of motion picture actresses, the primary purpose of which is to protect the good names of its members, it was announced by the organizer that stated admission would be by investigation only and none would be admitted who were not "credits to the industry."

Sessue Hayakawa Brings Suit Against R. C.

Sessue Hayakawa, Japanese motion picture actor, has brought suit against the R. C. Pictures Corporation for $92,000, charging breach of contract.

Hayakawa alleges that he entered into a contract with the defendants for the production of six pictures, for each of which he was to receive $20,000. He made two and received $40,000, but was discharged before the remainder were produced, he asserts. He asks the amount he would have received for them and costs.

FOR SALE. — Complete Picture Theatre Equipment. Machines, Electric Fittings, Mirroroid Screen and about 400 Chairs. Crystal Theatre, Oshawa.

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FROM THE PHILADELPHIA RECORD

(Tuesday Morning 4/25/22)

"The Sheik's Wife"—Aldine.

There is a similarity in the story of "The Sheik" and "The Sheik's Wife," but the latter story in photoplay form is probably more impressive because of the fact that the scenes were photographer entirely in Arabia. One sees wonderful horses, luxurious tents and the vast expanse of the desert. At the Aldine yesterday "The Sheik's Wife" held close attention and had a profound effect upon spectators, who saw before them perfervid drama and a love story of passionate surge. It is the story of an Englishwoman who falls in love with a Sheik while he is in London. They marry, and she is taken to his father's house. His Occidental veneer disappears when the couple are in the Sheik's proper surroundings. She has a longing for the society of Englishmen, and that, of course, stirs the impetuous nature of her spouse. He also has a notion that he would like to have a harem, and the idea is repugnant to the Englishwoman. Tempestuous times naturally follow, and they culminate in the killing of an Englishman who is found in her tent. He was an innocent party, but Arabs do not discriminate. Then comes an attack upon the English garrison. It seems that tragedy must result, but woman's perversity is to the fore—she discovers that she loves her husband, and together with their child they go away—presumably to live happily ever after. In the role of the wife is Emmy Lynn, who gives a vital performance, although the wife herself is not particularly an inspiring person. Marcel Vibert is Oriental in appearance and in manner and action. Various typical characters are seen, and the presence in the organization of a number of Arabs gives the touch of realism.

The bill also included other pictures with Larry Seamon in "The Show," and with a good musical program.

BETTY BLYTHE IS IN TOWN
I'LL TELL THE WORLD SHE IS

BETTY BLYTHE is in town. "I'll tell the world she is." Betty Blythe could not be in any town without someone telling the world about it, for Betty Blythe is worth talking about. First she is an exceptionally "good-looker." Tall and stately and graceful, with just enough of the stuff which man calls flesh to make her look as if she was properly nourished and yet not enough to take away from her slimness. Betty Blythe looks cultured and in this day when people are prone to believe that culture is not necessary toward the success of Moving Picture Stars and is therefore scarce, Betty Blythe comes upon the scene and proves that the screen has enticed women of culture, to enterpret it, the same as is found in other arts. Betty Blythe is appearing at the Allen Richmond Theatre during the week of May 8th and doing the Allen Suburban theatres also. She is delivering a very apt and nicely worded conversational speech. She closes with a song, which is sung artistically; and which displays a voice musical and cultured in its quality. If we could have a few more personal appearances from artists of Betty Blythe's qualifications, the public would be less prone to believe that the women of the screen are unintelligent, uneducated and unrefined. Aside from the personal attributes of Betty Blythe, she is a boxoffice attraction. We can understand why Messrs. Jule & J. J. Allen selected her for a personal appearance; and why William Fox selected her for his Queen of Sheba. If you want to know any more about The Queen of Sheba please page King Solomon.

VITAGRAPH CURRENT RELEASES AVAILABLE

WILLIAM DUNCAN

Where Men Are Men (5)
Steelheart (6)
No Defense (6)
The Silent Vow (5)

ALICE CALHOUN

The Matrimonial Web (5)
Rainbow (5)
The Little Minister (6)
The Angel of Crooked Street (5)

ALICE JOYCE

The Scarab Ring (6)
The Inner Chamber (6)

ANTONIO MORENO

The Secret of the Hills (5)
A Guilty Conscience (5)

SPECIALS

The Son of Wallingford (8)
Flower of the North (7)
The Prodigal Judge (8)
Gypsy Passion (6)
The Sheik's Wife (6)
Too Much Business (7)
My Wild Irish Rose (7)

JIMMY AUBREY

The Riot (2)
The Applicant (2)
The Messenger (2)
A Charmed Life (2)

LARRY SEMON

The Bell Hop (2)
The Sawmill (2)
The Show (2)

LARRY SEMON RE-ISSUES

The Star Boarder (2)
His Home Sweet Home (2)
The Simple Life (2)
Between the Acts (2)
Dull Care (2)
Dew Drop Inn (2)
The Head Waiter (2)
The Grocery Clerk (2)

EARLE WILLIAMS

Bring Him In (5)
Lucky Carson (5)
The Man From Downing Street (5)
Restless Souls (5)

CORINNE GRIFFITH

Moral Fibre (6)
The Single Track (5)
Received Payment (5)
Island Wives (5)
A Virgin's Sacrifice (5)

SERIALS

Breaking Through (15 two-reel episodes)

Loew's, Montreal, Get Some Big Pictures

Stephenson Attractions, managed in Montreal by S. H. Decker, announce that they have released to Loew's theatre at the end of the month "School Days." They held a screening recently at the Allen of "Where is my wandering boy tonight?" which called forth many congratulations from exhibitors. Another release to Loew's shortly will be "Out of the Dust."

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CAST OF FOX PRODUCTION "NERO" IS INTERNATIONAL ONE

THE cast of "Nero," the William Fox Italian production, now made public for the first time, is truly an international one. It includes American, French, Russian and Italian motion picture actors and actresses, as well as several members of noble Italian and Russian families who had never acted for the screen before.

Jacques Gretillat of the Theatre Odeon who plays the role of Nero, is one of the most popular actors in France. He has had the principal roles in some of the most famous successes on the French stage in recent years, and was recently engaged by Sarah Bernhardt to support her in "La Gloire" by Maurice Rostand. During the war Gretillat served for three years at the front, was wounded eight times, and was on several occasions decorated by the French Government for bravery.

Paulette Duval, who has one of the leading roles in the picture is another player who is a warm favorite in Paris. She is considered by many, to be "the most beautiful woman in France" as well as one of the most charming actresses and dancers. The American screen is represented in the cast of Nero by Violet Mersereau, whose blond beauty is in decided contrast to the brunette loveliness of the majority of her fellow players.

Edna Darclea who heads the long list of prominent Italian screen stars in Nero is of Italian American stock, her mother having come from Baltimore and her father from Rome. Before entering motion pictures, Miss Darclea had studied for grand opera and had already made an auspicious beginning on the operatic stage, when she decided to adopt a screen career. In spite of her youth, she is one of the best known motion picture actresses in Italy today.

Alexander Salvini, who has a very prominent role in the picture, is a member of the famous Salvini family. He is the son of the famous Gustav Salvini and a grandson of the even more noted Tommaso Salvini, and is himself well known both on the legitimate stage and in pictures.

The cast of Nero also includes many other prominent Italian names.

The Fox forces in Italy were in command of J. Gordon Edwards, dean of the Fox directors, who has made many notable productions for this organization including "Queen of Sheba" and other big spectacles, and who is now in the Holy Land at work on a spectacle founded on the Old Testament story of King David.

Miss Virginia Tracy, who wrote the story of "Queen of Sheba" also wrote the story of Nero.

The expenditure was under the general supervision of Abraham Carlos, for many years representative of the Fox organization on the continent.

John D. Braddon was the technical director, and was assisted by a large staff of American and Italian architects, artists, sculptors and artists.

Harry Plimpton was in charge of the photography, and was assisted by twenty-six additional cameramen. Over one hundred and twenty-five thousand feet of film was exposed before Nero was completed.

In view of the extravagant claims which have been made as to the number of people taking part in some of the European productions shown in this country in the past, it is interesting to note that sixty-five thousand people are said to have actually taken part in some of the scenes in Nero.

While most of the scenes in Nero were photographed in Rome and its vicinity, some were taken near Naples, and in the Alps. Those members of the expedition who have already returned to this country declare that for natural beauty the backgrounds used in Nero have never been surpassed. In addition to the many historic buildings and places shown in Nero, the Fox organization built an entire city on the outskirts of Rome only to destroy it.

Only a very few of the Fox officials have as yet had the opportunity of viewing Nero, but those who have are unanimous in declaring that it will create a sensation. The picture is now being assembled at the Fox studio in New York. No release date has as yet been decided upon.

"This is something different in the way of a story about the desert. . . . with its unconventional ending, **'The Sheik's Wife'** has much to recommend it."

—New York Times on "The Sheik's Wife."

How Australians Train Race Horses Is Interesting

An interesting study of the methods used to train Australian race horses is shown in a recent issue of Fox News. Owners claim that the beneficial results of surf bathing for horses are amazing, and it is declared that champions of the speedway are made in this manner.

Be that as it may, News cameraman shows the race-track beauty at his morning swim, at Sydney, Australia, and the horse appears to enjoy it every bit as much as the Palm Beach beauty who swims for pleasure and a fine figure. Following the swim comes a sand rub and careful going over by trainers.

Famous Players-Allen Deal "Off Again?"

"On again off again" appears to be the slogan which is going the rounds in reference to the much discussed Famous Players-Allen Deal. It would be rather amusing if a "dark horse" would win the race. Meanwhile the Industry as a whole appears to have benefited in Canada. The Exchanges and Exhibitors have stopped talking bad business and are talking Independence strong. We hope that this stand will not partake of the nature of the devil's repentance. The Industry became ill at what seemed a possible combination of elimination and talked big and strong about what it was going to do should it get over this attack. Being fairly well over it, we hope everybody will remember to think and not drift if they expect to be treated as business men.

Twelve Pictures Released Christie Series Educational

In the new series of Educational-Christie comedies 12 pictures have been released. They are: Nothing Like It, Oh Buddy, In For Life, Falling For Fannie, Exit Quietly, A Pair of Sexes, Pure and Simple, Saving Sister Susie, Fresh From the Farm, Kiss and Make Up, No Parking, and A Barnyard Cavalier. Neal Burns, Bobby Vernon, Dorothy Devore and Viora Daniel are the best known featured players.

William Desmond Engaged Universal Chapter Play

William Desmond will star in the latest Universal chapter play written around the dramatic history and the acquisition of Alaska. Perry Vekroff will direct. Laura Laplante is the leading lady.

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CHICAGO HERALD AND EXAMINER

'The Sheik's Wife' Spectacular Romance

Vitagraph Picture at the Randolph Fully as Interesting as Its Predecessor, "The Sheik."

"THE SHEIK'S WIFE."
Produced by Vitagraph.
Shown at the Randolph.

BY OBSERVER.

A massive spectacular romance is at the Randolph this week. "The Sheik's Wife"—one of the biggest French pictures we have had—a thriller that will make you suitors look quite drab. Personally, we are keen about cavemen—when they shave. We imagine Valentino discouraged more than one romancy male when he appeared as the Sheik. The Arab Prince is more bad news for the sterner sex. Girls, he's choice!

However, "The Sheik's Wife" is every bit as interesting as its famed and far-reaching predecessor, "The Sheik." There is a capital story based on the love of an English girl for an Arab Prince. A story that has every thrill an unusual combination like that can produce. The girl loves the dusky Arab, and plots and plans for his affection. That she eventually succeeds goes without saying.

"The Sheik's Wife" is one of this year's best caveman films. A temporary relief from the everyday drawing room dramas. A picture you will enjoy.

Exhibitors Who Have Not Subscribed To The DIGEST Please Do So N O W.

Follow the Foot-Prints

Perhaps the most outstanding incident in the adventures of Robinson Crusoe was the finding of the foot-print in the sand. The footprint is the first thing one thinks of when recalling Robinson Crusoe. It's up to you to capitalize on this foot-print.

If you can make arrangements with the police authorities of your town to do so, paint foot-prints on the pavement, especially foot-prints leading into your theatre. The easiest way to do this is to cut a tin stencil like a foot-print and use kalsomine or other washable white paint, which can quickly be slapped on through the stencil.

Use the stencil to make black foot-prints on window or wall cards. These can be used with straight captions advertising the serial, date and theatre, or by jazzy captions, such as: "BOY, PAGE CINDERELLA" or "WOULD YOU GET A THRILL IF YOU FOUND THIS FOOT-PRINT ON YOUR BATHROOM FLOOR? ROBINSON CRUSOE DID," or similar eye-catching slogans, followed by the straight advertising data concerning the picture.

L. E. OUIMET SENDS LETTER TO EXHIBITORS

The Specialty Film Import's office at Montreal have sent out a letter to exhibitors informing them that the elimination of overhead expenses and the readjustment in process made it necessary for Specialty to arrange to have Regal distribute and sell the Specialty Film Import's releases. The letter which is signed by Mr. Ouimet states that during the last seven years he has had the interests of the exhibitors in view in what he has served to them and that he is sure that they will be served in the same way in the future in getting Specialty films through Regal.

FOX FILM CORP., LTD.

Specials—
"Over the Hill," 11 reels.
"Queen of Sheba," 10 reels.
"Connecticut Yankee," 8 reels
"Virgin Paradise," 8 reels.
"Thunderclap," 7 reels.
"Perjury," 9 reels.
"Shame," 9 reels.
"Last Trail," 7 reels.
"Footfalls," 8 reels.
William Farnum—
John Gilbert—
Tom Mix—
Pearl White—
Dustin Farnum—
William Russell—
Shirley Mason—
Charles Jones—
Eileen Percy—
Murphy-Walker—
Barbara Bedford—
Fox News, Weekly—
Mutt & Jeff Cartoons—

Strong Cast in "Crusoe" Harry Myers Stars

Harry Myers, Gertrude Olmstead, Emmett King, Percy Pembroke, Aaron Edwards, Josef Swickard, Gertrude Claire, Jack Woods, T. C. Jacks, John Wallace, Chas. McHugh, Gloria Davenport, and Noble Johnson! These are the principal players that head the cast for the Universal chapter play, "The Adventures of Robinson Crusoe." Harry Myers is famous as "The Connecticut Yankee." Miss Olmstead won an Elk's beauty contest in Chicago. Emmett King is noted particularly for clerical roles. Percy Pembroke has been featured in Western dramas. Josef Swickard was the French father in "The Four Horsemen." Many of these players have won their reputation in Canada through the success of the various big pictures with which they have been associated. The success of these various features is still fresh in the minds of the public and exhibitors should benefit by this in the exploitation of "Robinson Crusoe."

"East Is West" Stage Play for Constance Talmadge

Constance Talmadge will probably take a trip around the world. For "East Is West," the stage play which has been bought for her film use, she will go to China for true-to-life outdoor scenes. When her technical staff returns to America Miss Talmadge plans to continue on a pleasure trip via Europe.

Companies Vote to Discontinue 8 x 10 Cards

Lobby cards, commonly referred to in the trade as "eight by ten's" seem doomed to be discontinued. These photographs, popular for the lobby exploitation of both feature films and comedies for so many years, have gradually been superceded by the 11 x 14 cards.

Two distributing companies have already discontinued the 8 x 10 reproductions, and as a result of a questionnaire recently submitted to all the companies by the National Association of the Motion Picture Industry, there is every indication that practically all of the distributors will discontinue the 8 x 10 cards.

In sending out the questionnaire, the National Association followed a suggestion by C. W. Gotherman, Purchasing Agent of the Goldwyn Pictures Corporation.

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FACTS ABOUT "THEODORA," FAMOUS-PLAYERS' BIG RELEASE

MORE than two years was required in the making of "Theodora." Actual production cost exceeded $3,000,000 even at the present rate of exchange.

A cast of 25,000 was employed; the entire number appear in some of the scenes.

It was produced by the Unione Cinematografica Italiana.

It was directed by Commendatore Ambrosio, who gave the world "Cabiria" and many of the other big Italian spectacles.

Principals include the greatest actors of all Europe, with Rita Jolivet as the Empress.

Forty half-starved lions were loosed on thousands of actors to afford the realism for the great hippodrome scene.

An entire hillside just outside Rome and including 100,000 square meters was purchased for the production at a cost of more than 3,000,000 lire.

Twenty gigantic sets, reproducing forums, aphitheatres, palaces, pavillions, and gardens, built of stone and marble were constructed for the sets.

Armando Brasini, famous architect of the Vatican, designed all of these magnificent sets.

Over 30,000 different costumes, all of which were made especially for this production, were required.

Cloaks worn by Theodora and Justinian were made of the cloth of gold and were so valuable that they have been preserved in the Imperial Library at Rome.

Manufacture of the arms and accoutrements, chariots, trappings and furnishings occupied the entire time of one of the largest factories in Italy more than six months.

So vast was the assemblage of actors for the production that the Italian government assigned a regiment of cavalry to keep order.

More than 500,000 feet of film were exposed in making the negative; at times batteries of thirty motion picture cameras were employed.

The story follows faithfully the drama written by Victorien Sardou, one of the greatest names in all literature.

It was originally the vehicle for Sarah Bernhardt and has been played by many world famed actresses.

"Theodora" was brought to America by Samuel Goldwyn, who witnessed the making of many of the scenes in Italy.

Carl Laemmle Turns Over Exchanges Throughout Canada

"To Exhibitors:

"Carl Laemmle has turned over to us the Universal Exchanges throughout Canada to be run as our own during April and May. We are to receive the lion's share of the profits. We have decided to share these profits with you—the exhibitor. We intend to make good Mr. Laemmle's faith in us by going after your business with all our might and main. We offer during April and May the biggest and most liberal proposition you have ever had. The greater the business—the bigger our profits—the larger your share. For your sake and our own won't you please get in touch with us right now—this minute?

"We thank you
"The Employees
"Universal Exchanges"

As indicated this appeal is directed to exhibitors all over Canada and in Montreal and district has had a considerable success. Thus, "The Leather Pushers" went on at the Strand in addition to the regular pictures furnished by Universal. Two other features, "Man to Man" and "Wild Honey" have been booked by the Independent Amusement Company, Ltd., for their entire circuit.

Canadian Exhibitors' Exchange Release "Love Madness," Guaranteed Good

IN undertaking the distribution of J. Parker Read, Jr.'s special production starring Louise Glaum, the Canadian Exhibitors' Exchange expresses its confidence that "Love Madness" represents a splendid contribution to the ideals of the motion picture industry.

For "Love Madness" has as its motivating theme the ennobling example of a wife who stops at no sacrifice to save the life of her erring spouse—who stakes her brains and womanhood against the degradation and craft of society's evil elements.

"Love Madness" is a "clean" picture. More, it is a "guaranteed good" picture back of which stand the prestige of its producer and distributor.

J. Parker Read, Jr., has mounted "Love Madness" with his customary lavishness. He has surrounded Louise Glaum with an all-star cast of box-office strength and historionic capacity. In Miss Glaum's support in "Love Madness" are Matt Moore, Noah Beery, William Conklin, Arthur Millet, Jack Nelson and Peggy Pearce.

The story of "Love Madness" was written by C. Gardner Sullivan, who also wrote "Sahara" and "Sex," and whose name is the surety of an entertaining and well-developed story—the necessary basis for a worth-while picture.

Joseph Henabery, who has directed such stars as Douglas Fairbanks, Mildred Harris Chaplin and Roscoe Arbuckle in the latter's Paramount specials, was selected by Mr. Read to do the directorial honors.

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"Impresses us as a film well out of the ordinary and one which should especially appeal to the better class of theatergoers.

"All there was in 'Kismet and then some is to be found in 'The Sheik's Wife.' A feature is some of the finest photography ever revealed. A hundred long shots are marvels in what the camera has caught with cameolike detail.

"The acting of all the principal roles is first class, and meets every American requirement.

"'The Sheik's Wife' is a picture that could not have been produced in America, if at all, for a fabulous sum.

"The plot is exceptional, but it is typical and furnishes some excellent action scenes." — Motion Picture News on "The Sheik's Wife."

Christie to Make Twenty Comedies for Educational, 1922 to 1923

CONTRACTS have been closed between the Christie Film Company and Educational Film Exchanges covering the release of all Christie two-reel comedies for another year, including twenty pictures to be released from August 1922 to June 1923.

This announcement is made following the return of C. H. Christie, general manager, to Los Angeles after conferences with E. W. Hammons, president of Educational in New York covering the manner in which these comedies are to be booked for the new year period.

This will be the first big year for Christie Comedies heading the Educational program. The series of 1920-21 covered twenty-four pictures and the 1921-22 series, production of which is now drawing to a close, was for a like number. The new series of Christie Comedies will, however, be only twenty in number. Regarding the new production Al. Christie states: "The phrase 'fewer and better pictures' sounds hackneyed and worn out, but that is nevertheless exactly what the new program calls for.

"Rapid strides in wide-spread distribution this year has made possible an improvement in quality and variety over the first year through these exchanges, and we anticipate going further in the year ahead.

"We will feature such star comedy players as Neal Burns, Bobby Vernon, Dorothy Devore, Vera Steadman and Viora Daniel, and, as our policy has always been, surround them with a variety of casts such as are seldom found in two-reel comedies. Four directors, including Scott Sidney, William Beaudine, Harold Beaudine and myself will alternate in production."

Vitagraph Studios Working Full Blast

The Vitagraph studios were working full blast during the visit of Albert E. Smith, president. Earle Williams finished his latest picture, "Restless Souls," a delightful comedy-drama adapted from Richard Harding Davis' well-known story, "Playing Dead." Mr. Williams is now at work on another production, the title of which is soon to be announced. Alice Calhoun immediately began another, the working title of which is "Blue Blood." William Duncan finished "The Silent Vow," story of the Northwest Mounted Police, in which the star assumed a dual role. Larry Seamon has been hard at work on his latest funmaker known under the working title of "The Substitute." Larry has long been famed as the king of comedians, now in this new comedy he becomes a king indeed, with medals, monocles, and all the other signs of royalty. The report is that it is the best piece of work Larry has ever done.

Paramount Sales Answer Roll-Call Spring Convention

The annual Spring convention of the Paramount sales organization opened at the home office of the Famous Players-Lasky Corporation Monday morning, May 1. All the district managers and nearly all the branch managers were present, in addition to a number of the home office executives, when the first session was called to order by General Manager S. R. Kent. Distribution plans for the coming year constituted the chief subject scheduled for discussion.

Those answering to the roll-call of the convention at the opening session were: Adolph Zukor, Jesse. L. Lasky, S. R. Kent, E. E. Shauer, Eugene J. Zukor, F. V. Chamberlin, R. T. Kane, G. W. Weeks, H. G. Ballance, G. E. Akers, F. F. Creswell, Claud Saunders, Oscar Morgan, C. E. McCarthy, A. M. Botsford, Henry Saulsbury, John C. Flinn, Ingvald C. Oes, Mel Shauer, G. B. J. Frawley, W. P. Lindlar, Herman Wobber, W. E. Smith, Louis Marcus, G. J. Schaefer, H. H. Buxbaum, H. A. Ross, H. W. Given, Phil Reisman, H. E. Elder, R. C. LiBeau, L. L. Dent, John Clark, M. C. Hughes, J. B. Dugger, W. A. Bach, M. A. Milligan, H. I. Krause, Harry Danto, P. J. Swift, John Hamill, M. J. Kampner, C. C. Wallace, H. Hunter, R. D. Thomson, W. R. Scates, J. D. Powers, L. F. Britton, Allan Morit, A. E. Bernstein, R. J. McManus, Charles Reagan, P. A. Bloch, Fred Strief, P. L. Morgan.

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J. P. O'Loghlin Promises Standard of "Sisters" Will Lead

J. P. O'Loghlin, president of the Standard Films, Limited, the Canadian releasing company for the American Releasing Corporation, put over a big thing when he gave a private showing of "Sisters" at the Imperial theatre recently. Everybody who is anybody in the film world was present at the screening and the expressions of admiration and congratulation were loud and frequent. It is generally recognized that if J. P. can keep up the standard of that picture, he will go far in this province. Mr. O'Loghlin says he can and will and that he is going to surprise exhibitors before very long.

A. E. Smith Leaves St. John; Takes Charge Montreal Exchange

Many friends in St. John, N.B., and the territory will greatly regret the departure of A. E. Smith, who has been in the ctiy about five years with the Famous Players. Mr. Smith has been promoted to the Montreal office.

On Saturday evening Mr. Smith was the guest of honor at a very enjoyable dinner held at the Johnston House, "Loch Lomond." There were fifty guests present. Mr. Bernstein acted as master of ceremonies and Jack Kraker as toastmaker.

After a splendid dinner had been enjoyed a good programme was carried out, Messrs. Melody, Cross and M. Begg taking part. Mr. Smith, who is undoubtedly one of the most thoroughly liked managers among the film exchange heads in the city, was presented with a very fine wardrobe trunk as an expression of the regard in which he is held. In an able speech Mr. Smith voiced his thanks and stated that he would never forget his stay in the city by the sea. Mr. Smith leaves at once to take up his new duties.

H. L. Nathanson To Manage Toronto Office Regal Films

H. L. Nathanson, manager of Regal Films from Fort William to the Pacific coast, with headquarters in Winnipeg, returned April 28th from a trip to Toronto. He intends to visit the offices between here and Victoria, B.C., and on his return in about two weeks' time he will be transferred to the management of the Toronto office. Mr. Nathanson is a brother of N. L. Nathanson, managing director of Regals in Canada.

Fred W. Crosbie, who recently purchased Mac's Theatre in Winnipeg, has also taken possession of the Royal theatre in Selkirk, Man.

Educational Two-Reel Christie Comedies Ideal

C. H. Christie states that Al. Christie will return to the studios from Europe early in July to take active charge of all production. This means that Christie himself will pick all stories and casts and very often, in addition to supervising all pictures, personally direct.

Christie calls attention to the fact that the two-reel comedy has come into its own stronger than ever this year. "As one of the best motion picture critics recently said, Comedies used to be the backbone of the film industry and programs were built around them. Exhibitors got away from that fundamental for a time, and filled up their programs with all sorts of novelties, eliminating the comedy. Now they are getting back to this essential element, with the realization that the highest class of comedies are deserving of space on every bill, regardless of what other novelties are shown.

The last lap of our present year's product is winding up with a bang, with such pictures as "Oh Promise Me," "Tis the Bull," "Fair Enough," "Any Old Port," "Cold Feet," "A Hickory Hick," and "Bucking Broadway," a big New York picture which is yet to be completed.

Exhibitors In Winnipeg Preparing For June Manitoba Elections

Now that the Manitoba Elections are booked for June the Exhibitors Association of the province has entered on a vigorous campaign to support only candidates favoring the abolishing of the present amusement tax and changing the present membership of the Censor Board. Each candidate in the city will be asked to attend one of the weekly luncheons of the Exhibitors to give expression to his views.

Camera Classics Making Hit At The Province, Winnipeg

Camera Classics, the Canadian-made reels of very interesting entertainment, have been attracting wide attention by patrons of the Province theatre, Winnipeg. Each one is an improvement on its predecessor.

Alberta Censor Board Ban All of the Arbuckle Films

The Alberta Censor Board has put the ban on all Arbuckle films. No decision has been reached in Saskatchewan, and in Manitoba the exhibitors have informed the Famous Lasky Film Exchange that it is too early to bring these films before the public for judgment.

Exhibitor Buys Two Theatres Only One Boxoffice for Returns

Jake Dawson, who has been operating the Kitsilano Theatre in Vancouver for the past eight years, recently sold his interests here to R. E. Berry, who has a small chain of theatres in the Interior of the Province. Berry, in the first place, purchased the building known as the Kitsilano Theatre from the owner and was about to take possession when Dawson's lease expired. Not to be outdone, Mr. Dawson promoted a community theatre project, selling stock to the patrons of the Kitsilano Theatre with the intention of erecting a large modern theatre in the neighborhood of his old house. When Berry discovered what he was up against he was forced to approach Dawson with an offer to buy his Community Theatre plan, the old Kitsilano could never operate at a profit with a new theatre operating in the district. Mr. Dawson sold Berry on his own terms several weeks ago. From present indications it will be many years before the new tenant of the Kitsilano theatre can show any profits on this Vancouver theatre, buying as he did, two theatres and having only one box office to make him returns.

Small Theatres in Vancouver and Victoria Changing Hands

A shuffle in the control of a number of the smaller theatres of Vancouver and Victoria is indicated in reorganization incorporations granted today. The theatres affected have all been in the hands of other holding companies until this change. Their head offices are now all in Vancouver.

The incorporations are: Strand Theatre (Victoria) Limited, controlling Columbia Theatre, Victoria, $20,000, Vancouver; Strand Theatre (Vancouver) Limited, $20,000, Vancouver; Variety Theatre Limited, $10,000, Vancouver; Royal City Theatre Company Limited, $20,000, Vancouver; City Theatre Company Limited, $10,000, Vancouver.

Robert Scott, Manager of Canadian Universal Film Co., expects the B. C. print of "Foolish Wives" within the next few weeks, and is arranging for a big screening of this much heralded subject.

Wiley Pettis, former manager of the Empire Theatre, North Vancouver, arrived in the city recently from California. He is looking for another theatre here.

Fred J. Elkins, former manager of Specialty Film Import, Ltd., has joined the staff of Regal Films, and will handle the short subjects.

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VITAGRAPH'S SCENARIO EDITOR-IN-CHIEF CHARLES G. BAKER

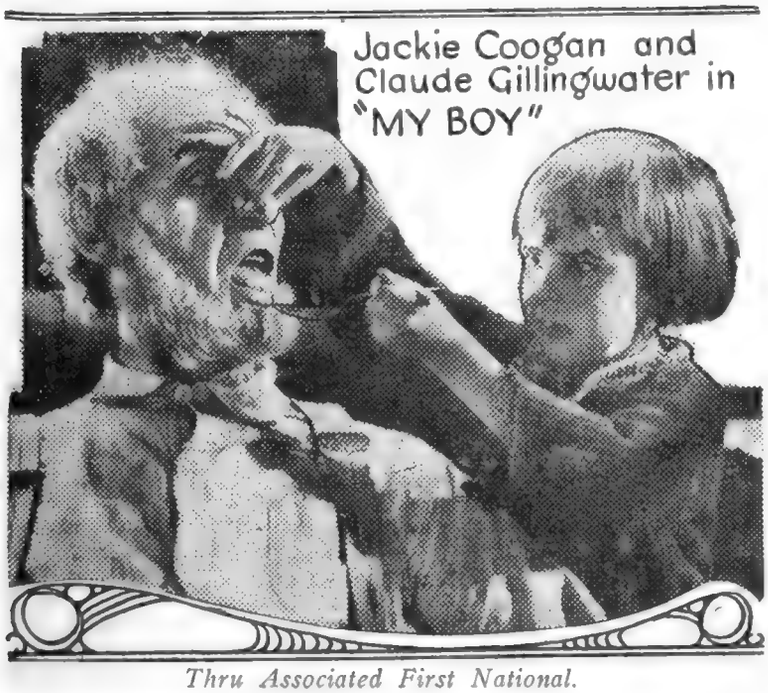
WITH the news that the connections of George Randolph Chester with the Vitagraph Company have been severed, comes the announcement by Albert E. Smith, president of the company, that he has appointed Charles Graham Baker to succeed Mr. Chester as Editor-in-chief of the Scenario forces. This announcement is not surprising to those in trade circles, since it is known that Mr. Baker has been performing the actual duties of that office for more than a year—since Mr. Chester concentrated his energies on the writing and directing of the super-feature, "The Son of Wallingford." Mr. Graham has written more than one hundred comedies for Larry Semon, the Vitagraph comedy star; he has directed a series of twenty pictures featuring Agnes Ayres and Edward Earle; he has scenarioized most of the famous Vitagraph serials, written by Albert E. Smith with Cleveland Moffett and the late Dr. Cyrus Townsend Brady; and he has made into scenario from such notable features as Winchell Smith's "The Fortune Hunter," "Love Watches," "The Broadway Bubble," "The Garter Girl," and others.

His record for the present year is remarkable. The original story and scenarios of "Breaking Through," the latest Vitagraph serial featuring Carmel Myers and Wallace MacDonald; and ten feature productions all bear his name as picturizer. Among these latter are "The Scarab Ring," "The Inner Chamber," "Moral Fibre," "The Single Track," "No Defense," "Closed Doors," "The Matrimonial Web," "Rainbow," and others. Several of these are original stories by him.

Mr. Baker has selected as his associate editor, Harry Dittmar, author of "Closed Doors," "Rainbow," "The Sea Rider," and other Vitagraph features. Mr. Dittmar is in charge of the reading of plays and has collaborated with Mr. Baker on several picturizations.

"Atmosphere is Real"—Says Globe

"The atmosphere is real with its ancient city gate and its caravans and its vistas of palm trees. Even the camels humped themselves over their native sands as they never did over the studio lots. The French director understands his material and gets the full dramatic value from its lights and shadows."—New York Globe on "The Sheik's Wife."



Thru Associated First National.

F. G. Spencer New House To Cost About $30,000

Forbes and Brown of Devon, have been awarded the Contract for the erection of a new picture theatre in Fredericton by F. G. Spencer, Limited, of St. John, N.B. F. G. Spencer states that the Contract price is in the vicinity of thirty thousand dollars, not including the equipment of the house. Operations will commence at once The site will include the site of the old Gem Theatre at the corner of Gem and Carlton Streets. The new theatre will be a large handsome building and will front on King Street.

R. Kershaw, Pres. Manitoba Exhib. Assoc., For England

R. Kershaw, president of the Manitoba Exhibitors' Association, will leave this week on a trip to England and will be away for two months. Leslie Lamb, former manager at the Lyceum, has been appointed manager of Mr. Kershaw's theatre, the Osborne. This house has been thoroughly renovated during the past month.

"The Good Provider," Paramount's New Release, Features Vera Gordon, Dore Davidson

"THE GOOD PROVIDER" has been termed "the brother of 'Humoresque,'" for it is said to be a companion picture to that former masterpiece of mother-love drama. It was written by Fannie Hurst, author of "Humoresque," was directed by the same director, Frank Borzage, and features Vera Gordon and Dore Davidson, both of whom were seen in leading roles in the former picture. John Lynch, remembered as the author and scenarist of many popular Thomas H. Ince productions for Paramount, made the adaptation.

In this appealing story of Jewish family life, father is given the centre of the stage, for the theme takes the form of an acknowledgment of the family debt to him, the man who provides all the creature comforts, a long-suffering man about whom it has not been the custom to become sentimental. Mr. Davidson's portrayal of the kindly, loving, unselfish Julius Binswanger, is considered as touching and able a screen performance as has ever been done. Miss Gordon, of course, is still the inimitable mother, while William (Buster) Collier, Jr., is said to acquit himself splendidly in the juvenile lead. Others prominent are Vivienne Osborne, Mariam Battista, John Roche and Margaret Severn.

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Ernest Shipman's Canadian Film Activities Increase

HENRY MACRAE, director of "Cameron of the Royal Mounted" and other Ralph Connor Screen productions, has been the director selected from the many applicants to produce "The Man from Glengarry." Mr. MacRae is a "Glengarry" man. His father attended the district school in the old Glengarry School house.

William Colvin, who managed the Italian production of F. Marion Crawford's "Sant Ilario" in Rome for Ernest Shipman has been signed as producing manager of Canadian film productions and is now in Ottawa paving the way for the coming of "The Man from Glengarry" company. Among the artists selected for leading roles in "The Man from Glengarry" are Ralph Faulkner to play "Ronald"; Amders Randolph to play "Big MacDonald"; E. L. Fernandez for "Lenoir"; Harlan E. Knight to play "Rev. Mr. Murray"; Pauline Garon for "Mamie"; and Marion Swayne for "Kate." William Colvin will play the part of "Colonel Thorpe." This is one of the best casts assembled in a long time, all of the players being prominent in recent film productions.

"Glengarry School Days" will follow "The Man from Glengarry" with the same director and technical force, but an entirely different cast of players.

"The Rapids," a story of Sault Ste. Marie, is now being put in scenario form. The actual shooting on it will begin in the month of June. "The Chivalry of Keith Leicester" will be made at a later date in and about the city of Vancouver, B.C.

Ernest Shipman is disposing of some of his foreign holdings in order to give his personal attention to these Canadian activities, and will have a large number of high class Canadian productions ready for Fall release.

FOR SALE.—For Cash the following articles: One Butter-Kist Pop Corn Machine and Peanut Roaster With Salted Peanut Attachment. All Electric, run less than a year, cost duty paid $1,000, will sell for $650; also One Power's No. 6A HAND-DRIVER Moving Picture Machine in good condition, price $150; also a Cameron Moving Picture Machine, large Lamp House and Magazines, Hand-Driven, in good running order, just the machine for a small town exhibitor or any one just starting in the business, complete with Lenses. Price for this machine $75. Apply T. H. Hartley, Border Theatre, Rock Island, Que.

Dorothy Devore Gets Ovation Does Vaudeville Act

DOROTHY DEVORE, Christie Comedy star, appeared in person at the Grand Theatre, San Francisco for the week of April 23rd, stopping the show at the opening performance on Sunday night for fifteen minutes, earning front page notices in the Bay City papers besides figuring in much additional exploitation arranged by the theatre under the management of J. A. Partington.

Miss Devore's personal appearance was a record breaking affair, in connection with the showing of the Christie Comedy "Fair Enough" and the Goldwyn feature production "Come On Over." Musical Director Paul introduced Miss Devore, who introduced several song specialties in connection with Ash's "Synco- Symphonists" who are earning huge popularity in San Francisco.

For the personal appearance much additional publicity was gained for the week showing by numerous stunts in which the Christie star figured prominently. Exploitation was arranged by Miss Genevieve Gross, house publicity representative, and included tie-ups with Market Week, modeling in San Francisco Hats in connection with the Emporium, San Francisco's largest store, co-operation on Pencil Day for the Homeless Children, besides front-page interviews by the leading San Francisco papers.

The Granada Theatre, which is the largest and newest photoplay house in San Francisco, and the other Roth and Partington theatres, have been playing all the new Christie comedies. Recent Christie's at the Granada were "Twas Ever Thus," "Saving Sister Sue," "One Stormy Night," "A Barnyard Cavalier," and "Oh Promise Me."

Miss Devore made a flying trip to San Francisco, leaving the studio on Friday night after completing work in the newest comedy in which she is being featured, which is a camping-out story directed by Al. Christie.—Christie Comedies thru Educational.

Manager Plaza Theatre, Montreal, Held Up

Eugene Lefebvre, manager of the Plaza Theatre, Montreal, was held up in his office by two armed men, who after tying him up and gagging him, stole $350 from the safe. Mr. Lefebvre happily sustained no personal injuries, but just the same he is not hankering for an encore. His assailants, so far, have not been arrested.

Canadian Educational Films List of Current Releases

FIRST YEAR RELEASES,
SINGLE REELS

Babe Ruth (1)
Bray Pictographs (52)
Bruce Scenics (7)
Chester Outings (40)
Chester Screenics (6)
Gayety Comedies (19)
Golf (1)
Hudson Bay Travels (4)
Miscellaneous Scenics (6)
Modern Centaurs (1)
Runaway Train (1)
Screen Snapshots (26)
Vanity Comedies (19)
Art of Diving (1)
Polo (1)
Valley of 10,000 Smokes (1)
Wilderness Friends (1)
Japanese Judo (1)
Ditmars and Cartoons (30)

FIRST YEAR RELEASES,
TWO REELS

Capitol Comedies (27)
Chester Comedies (13)
Christie Comedies (23)
De Haven Comedies (13)
Edgar Comedies (12)
Man O' War
Mermaid Comedies (12)
Torchy Comedies (10)
Chaplin Comedies (12)

Serials

Hope Diamond Mystery (15 episodes)
Son of Tarzan (15 episodes)

SECOND YEAR RELEASES,
SINGLE REELS

Bruce Scenics (13)
World Wanderings (13)
Chester Outings (4)
Tony Sarg Almanacs (12)
Ollendorf Sketchographs (4)
Camera Classics (13)
How To Grow Thin

SECOND YEAR RELEASES,
TWO REELS

Mermaid Comedies (13)
Campbell Comedies (13)
Torchy Comedies (12)
Punch Comedies (3)
Christie Comedies (24)
Toonerville Comedies (6)
Selig Rork Dramas (4)

WALLACE REID'S NEXT "THE GHOST BREAKER"

Alfred E. Green, who recently completed "Our Leading Citizen," starring Thomas Meighan, has been chosen to direct Wallace Reid in the latter's new Paramount picture, "The Ghost Breaker," the production has been started at the Lasky studio. Lila Lee will be Mr. Reid's leading woman. The original story is by Paul Dickey and Charles W. Goddard and was adapted by Jack Cunningham.

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FROM THE PHILADELPHIA INQUIRER

(Tuesday Morning 4/25/22)

"THE SHEIK'S WIFE"

Story of Romance and Adventure in Arabia.

With the scenes laid in Arabia, the land of mystery and romance, and the pictures actually taken in the desert against a background that for sheer picturesque beauty cannot be surpassed, "The Sheik's Wife," now showing at the Aldine, is a photoplay that is certain to have a wide appeal. The story of an English girl's marriage to an Arab sheik and the complications that follow is one that abounds in action of the most pronounced kind, with thrilling rides across the desert sands, engagements between the tribesmen and the British troops and tense situations of a more domestic character standing out as brilliant lights of the production.

Emmy Lynn as Estelle Graydon, the English bride of the powerful Arab ruler, gives an interpretation of the part that is both artistic and impressive, while Marcel Vibert fills the role of Hadjid Ben Khedim, her husband, with a dignity and fidelity to Oriental customs that is entirely satisfactory. Thomas Thornton as the old sheik, Ben el Kebil, and Alice Fille as Khahlia, the true daughter of the faithful whom the young sheik is urged by his father to marry, are also particularly worthy of mention for their excellent work in their respective parts.

Larry Seamon in a picture that truly deserves the description of a "rip-roaring comedy" is an added attraction to the bill, while a musical programme appropriate to the main picture and several shorter films complete the week's offerings.

"Its settings and atmosphere probably would satisfy The Sheik himself."

—New York World on "The Sheik's Wife."

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STEPHEN C. HURLEY LEAVES OPERA HOUSE

Stephen C. Hurley, who has been for some time manager of the Fredericton Opera House for F. G. Spencer, of St. John, who is the lessee, has resigned to manage the Spa Theatre, Pittsfield, Mass., for his brother-in-law, S. B. Stanton. Mr. Stanton was formerly of St. John. Before leaving Mr. Hurley directed a local amateur performance with splendid success.

Important Changes Made Office Famous Players

Some important changes have taken place in the Montreal branch office of the Famous Players Corporation. Ben Kauffman, who has been manager of the office for the last seven years, has resigned and rumor has it he will shortly be taking a big position under his brother Phil. In Mr. Kauffman's place there has been appointed A. E. Smith from St. John, N.B., whose position in the Maritime Provinces is filled by A. B. Cass. M. Rosenfeld, special representative from Toronto, is appointed sales manager for the province of Quebec.

New Christie for Burns Is a Fast Farce

Neal Burns is being featured in a new Christie Comedy which has just gone into production under the direction of William Beaudine. It is a fast farce written by W. Scott Darling. In the new picture Vera Steadman again plays the lead with Burns.

One of The Reviews "Partners of The Tide"

"Partners of the Tide," a Hodkinson release which will assuredly be numbered among the greatest screen successes of the year opened at the Lyceum Theatre.

It is a thrilling production with many "big moments" and with a love-theme of singular tenderness and appeal interwoven into a fabric of extraordinary interesting events.

Director Irvin V. Willat,—who is also the producer—has succeeded admirably in catching the very spirit of Joseph C. Lincoln's novel, from which the picture was adapted.

A well-balanced cast does full justice to the many opportunities given them. Special mention must be made of Jack Perrin, Daisy Robinson and Gorden Mullen as the hero, the heroine and the villain respectively. A splendid "bit" was also contributed by Marion Faducha, a child artist of rare ability. Thru Canadian Exhibitors.

"A picture that takes rank with the best that have been imported into this country, from the standpoint of excellence of production, photography, faithfulness to detail and action, while the continuity is rather an improvement on many that have been shown here. It is really an excellent piece of work, certainly the best French film that has been shown here. The true atmosphere of the Levant, which so many film makers have sought to transfer to the screen, is presented in a manner that has the unmistakable mark of fidelity to fact."—New York Mail on "The Sheik's Wife."

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Exhibitors From Saskatchewan Form Themselves Organization

About twenty exhibitors from Saskatchewan met in Regina recently and organized the Saskatchewan Motion Picture Exhibitors Association. They decided that the time was not yet ripe to make a protest against the one man censor board of that province. The Exhibitors are up against the double amusement tax on tickets. Besides the provincial tax the municipalities were given legislation at the last session to impose a tax on tickets. The experiment has been tried out at Moose Jaw already.

Capitol Theatre, Winnipeg, Reduces Admission Prices

The Capitol theatre has reduced its admission prices to 25 and 15 cents for the afternoons, and 50 and 25 cents nights. The Allen theatre prices have also been reduced to 15 and 25 cents matinees, and 30 and 50 cents nights.

Manitoba Exhibitors Assn. Entertain R. McKim at Lunch

At the weekly luncheon on April 27th, the Manitoba Exhibitors Association entertained Robert McKim, the well known screen actor, who was appearing at a local vaudeville house. In his address Mr. McKim made a strong plea for a fair show for the Arbuckle films.

Exhibitors Refuse To Run Films Concealing Ads

At a recent meeting of the Manitoba Teachers' Association in Winnipeg, it was claimed the Exhibitors refused to run the films issued by the Trade and Commerce Department at Ottawa. In reply, the Exhibitors state that each one of these contained a hidden advertisement for some firm or company.

"Robinson Crusoe," Thru Universal.

Grand National Steeplechase Derby Has Thirty Jumps

The thirty jumps which form the Grand National course are, some of them, the stiffest in the world. The fences are made of thorn bushes, through which it is impossible to break, as in the case of an ordinary hedge, taken while hunting. You have to go right over the top, or you have to fall.

And yet, of the twenty-nine jockeys who fell, only two were treated at the hospital, and those merely in case some dirt had got into the slight wounds from which they suffered.

It is natural for a horse to jump; it is natural for a horse to run quickly; and the development of its speed and the testing of it must continue if the race of horses is to be kept up.

The pitiful thing about the Grand National is the vanity of many of the owners. If thirty-two horses start, you can safely lay 20 to 1 against any one of them getting round the first time. Most of them stand no chance at all of surviving the first six jumps, and everybody, apparently, knows it except the stupid owners themselves; if the owners know, they do not care.

The jockeys — most of them are only paid £5 to ride—know it more than anyone, and their first thought is how to fall safely, and how so to roll over, after falling, that they will not be jumped upon by any other horses.

Charles Jones Appears in "Western Speed," A New Fox Release

"Western Speed," the William Fox production in which Charles Jones, the robust, muscular screen hero, again speeds through several interesting reels of perilous action and romance, is now being released in Canada. Jones is supportded by a most capable cast, including Eileen Percy, Jack McDonald, J. P. Lockney, Jack Curtis, Milton Ross, Walter Robbins, and Charles Newton. The story is by William Patterson White.

"BREAKING POINT" EMOTIONAL SUCCESS

"The Breaking Point," Canadian Exhibitor's release, is said to show Bessie Barriscale at the height of emotional acting. Particularly noteworthy is said to be her portrayal of the scene in the picture in which her daughter is forcibly taken from her. Seldom have such dramatic qualities been expressed as in the scene immediately following this, in which Miss Barriscale registers suppressed emotion together with determination supreme.

"The Breaking Point" is played at high tension throughout, and the suspense of the audience is maintained to an extraordinary degree. The other members of the cast supporting Miss Barriscale in this production also rise to emotional heights which causes the picture to be perfectly balanced in every respect. Walter McGrail, Ethel Grey, Terry, Eugenia Besserer, Pat O'Malley, Winter Hall, Wilfred Lucas, Joseph J. Dowling and Irene Yeager, the well-known child actress, are the other members of the cast.

Irene Castle and All-Star Cast Including Helene Chadwick and Elliott Dexter Seen in Latest Pathe Playlet, "Vengeance is Mine"

Irene Castle and an all-star cast appear in "Vengeance is Mine," the forthcoming Pathe Playlet which has been scheduled for release the week of May 7th. The cast includes Elliott Dexter, who plays opposite Miss Castle, Helene Chadwick, Frank Sheridan and Fred Tidden. The offering was one of the star's most successful features and re-edited to three reels, it is a swifi moving drama of love, finance and revenge. Irene Castle wears many stunning gowns in the Playlet, and one of the features is the cabaret scene, where she appears as a dancer, performing the same dance specialties that brought her fame in real life.

The story of "Suzanna" is filled with Old World charm and beauty, with the added touch of a few thrills and heaps of romance and smiles. There is a historical basis for the story, which Sennett adapted from the historical novel of the same name, by Linton Wells, depicting life in California about 1835.

F. Richard Jones, director of many Sennett successes, is directing Miss Normand in this beautiful story, which is scheduled for release in the early Fall.

Associated First National will release "Suzanna"

"The photography is uniformly splendid, even in the half lights and the atmosphere, while lengthy, is more veracious than that of The Sheik, the tents smacking less of a corner in the charity bazaar."—

New York Herald on "The Sheik's Wife."

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A great picture from a great play with a great star

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An intense drama in which the loss of millions paved the way to wedded love.

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From Henri Bernstein's famous play, "Samson"

Directed by HERBERT BRENON
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May 13th, 1922.

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— *Paramount Pictures* —

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Ye Editor Herbert M. Dawley.

The First Circus	The Original Golfer
The Original Tooth Carpenter	Why Adam Walked The Floor
Why They Love Cavemen	The Original Movie
When The Whale Was Jonahed	The First Earful
Fireman Save My Child	Noah Put The Cat Out
Vamp Number One	Flapper Number One

Educational Pictures
"THE SPICE OF THE PROGRAM"

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

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CANADIAN PRODUCT'S TRADE WEEKLY MAGAZINE
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE

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Published Weekly by

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Business Manager

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DIGEST REVIEWS FOR EXHIBITORS

EXHIBITORS will notice that we are running a Review page of pictures in THE DIGEST. This is especially for the benefit of exhibitors, who believe that we are capable of passing judgment upon the pictures we see. Of course we cannot see all of them, but the picture we do see, we will review in all fairness to its producer and its buyer. When we advise exhibitors to buy a picture it is because we feel that the picture referred to will make the exhibitor money. There are many pictures produced which are good, but not from a boxoffice angle. An exhibitor must occasionally play this kind of a picture to keep up the standard of his theatre and create just the unusual amount of talk which is necessary toward the establishment of patronage.

Not long ago we came in contact with one of the most important exhibitors in Western Canada. He had played a picture in his theatre on which he had lost a considerable sum of money. But he expressed himself as glad that he had played the picture. We saw this picture in Toronto, where it lost money for its exhibitors also, but this picture in Toronto and in Western Canada created so much talk for the houses that played it, that the loss was balanced by the publicity the house obtained. Of course this does not hold good with all pictures which are good, but have no boxoffice value; but if exhibitors can select these good pictures, at a fair price to prevent loss, to sandwich between the pictures which have big exploitation possibilities and which attract large audiences, the exhibitor keeps up the standard of his theatre and gives the picture he is "boosting" the necessary "boost" to put it over. Audiences cannot be promised "exceptional pictures" weekly. First because it is impossible to get the quantity of quality required; and secondly the audience having a succession of surprises, become immune to the thrill of a surprise. Always divide sensational pictures with at least three weeks in between. This gives your audience a chance to rest up and anxious for the big feature. There are many good pictures on the market which are excellent entertainment but have no boxoffice exploitation angle. They attract by word of mouth. These do not create what one might call a "howling success," but they do create general satisfaction and an audience which leaves your house smiling is an audience which will come back.

REAL POLITICIANS!

LATEST reports state that Cohen has been elected president of the M.P.T.O. of America. That Senator Walker has retired permanently from his association with Moving Pictures. We do not know what Cohen did to Walker, but the Senator evidently thought that Cohen had "done him good" by the flow and force of language which flowed and forced itself from him. Quite a number of the exhibitors in the U.S. must have been of the same opinion as Walker, for when Walker stated that he had been "stabbed in the back," many exhibitors wept real tears. It looked at one time as if Walker would be president, elected unanimously, but the tide has turned, or shall we say the exhibitors have returned to Cohen and he gets a support which must make him feel that the little scene enacted with Walker as star was simply Moving Pictures. However, what effect has this upon the producers, the financiers and the others in our ring? A chain is as strong as its weakest link.

We have been of the opinion that the exhibitors in Canada were the only exhibitors who were eccentric. We are glad in one way and yet sorry, for we hoped that the M.P.T.O. organization was beyond the vacillating stage, to find that the exhibitors in Canada, much smaller in number and strength, are not unique in their lack of solid organization. This encourages us to believe that we will yet have an exhibitors organization which will not create leaders, who talk too much. This appears to be the greatest weakness in our business, a desire to talk, publicly, and in the press. If we would only consider how all this talk reacts upon our business, surely the desire to be in the limelight would be forgotten and eliminated in the interests of the general good. "The noise" of the convention, killed all the good the convention would have accomplished from a publicity point of view. The public are always quick to catch upon the breezy bits and there was enough breeze blowing upon that convention in Washington to make a regular hurricane.

Of course Moving Pictures are in politics now and the public know that political campaigns have always been conducted with the aid of detectives who uncovered all the skeletons in the family closets of political leaders. "Assassin," "Cut-throat," "Liar," "Thief," "Betrayer of Trust," are terms with which politics are familiar. It looks as if we are now real politicians.

—*RAY LEWIS*

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Digest Reviews "Watch Your Step," "Women Must Weep," "Carnival"

"WATCH YOUR STEP" has a story which is different from the usual run of pictures and is therefore full of surprises. This genuine comedy which features Cullen Landis and Patsy Miller, while not heralded as a super-production, has all the elements of first-rate entertainment and is a clean, wholesome, simple representation, most refreshing to jaded appetites. The work of Cullen Landis was specially fine, indeed the cast was so well balanced that it is difficult to make any selections for special praise, all the parts fitted in to make a perfect picture. Although essentially a comedy there are plenty of heart-throbs and dramatic situations to make the amusing situations appear even more amusing by contrast. During its presentation at the Allen Richmond St. Theatre recently, so enjoyable did this picture prove that the audience expressed itself with audible comments; and "Watch Your Step" created its own publicity through sheer merit. Exhibitors should not overlook this one. It is a Goldwyn, released through Famous-Players.

"WOMEN MUST WEEP" is the first release of the Bruce Scenics, Wilderness Series, thru Educational. The photography in this picture is so perfect that one can almost imagine that a mirror was being held up, the scene reflected in it and we permitted to see the reflection. For lovers of scenics "Women Must Weep" will prove a great treat for the various scenes are like reproductions of marine, pastoral and landscape masterpieces by famous artists. In order to make these scenics even more attractive and appealing to the general public a thread of a story has been very subtly introduced. Who has not read Kingley's poem of the sea. Who has not repeated the lines "For men must work and women must weep—while the harbour bar is moaning?" In the screen adaptation two poems are blended, the men going out to sea, the fears for their lives, the inevitable storm, the finding of the bodies which have been washed up by the sea, and the watching figure of the woman who weeps and weeps for "her man" whom the sea has taken and has not given up. Rugged beauty and rugged pathos make this new release especially worthwhile.

"Carnival" is a British production, produced under the direction of Harley Knoles. It has some very fine scenes, much more elaborate than we have seen in most British productions and these are nicely handled. The continuity, however, in the first part of the picture does not flow evenly and the action is spasmodic. The work of Matheson Lang in the role of Othello is most admirable. He should keep away from the modern, for he is supreme in costume and in character roles. "Carnival" lends itself to exploitation. During its presentation at the Regent, the week of May 8th, it was surrounded by such an excellent bill that it is difficult to judge its individual drawing ability. "Creatore," conducting an orchestra in musical selections which are very dear and near to the hearts of music lovers, a quartette of very fine singers in an operatic selection, and one of the funniest of the Educational comedies, "The Rainmaker," which gives Lloyd Hamilton just the right kind of opportunities and material for his eccentric talent, would force the position held by a feature picture up one hundred per cent.; and make it just that much harder for the feature to register. "Carnival" was certainly not strong enough to top a bill of the quality which the Regent presented the week of May 8th.

AMERICAN RELEASING CORP. ABANDONS DEPOSIT SYSTEM ON EXHIBITOR CONTRACTS

THE first revolutionary change to be announced in long-established film policies for the coming season, but effective instantly as well as later, comes from the American Releasing Corporation, the newest of the distributing companies, which announces the immediate abandonment by that company of the taking of cash deposits from exhibitors on film rental contracts. The announcement comes through Walter E. Greene and H. B. Warren and is as follows:

"In the twenty-year-old motion picture industry no nation-wide distributing company has had the courage or the foresight to go in alone on its own money without falling back upon the exhibitor for deposits on theatre contracts.

"American Releasing Corporation takes pride in announcing that today, with this announcement, we become the first and only company operating in the United States of America that neither asks nor requires any deposit from any exhibitor signing a contract to play the pictures released by our company.

"We are operating here and in other parts of the world with our own money and with not one penny of your money. Your signature on your contract with us is your security. Should some exhibitor dishonor his signature we will not deal with that exhibitor.

"Whatever deposits we have held have been returned to their owners, or films have been shipped, served and played to absorb deposits and there is not to-day in American Releasing Corporation a five-cent piece of anyone's money except our own."

"We commend this announcement of a proper and yet courageous step to the attention of the Motion Picture Theatre Owners of America now holding their annual convention in the city of Washington. What we have done is what every exhibitor organization in the United States has been endeavoring to bring about for the past ten years."

Deposit clauses have been eliminated from all American Releasing contracts for all business to be contracted for within the boundaries of the United States and deposits previously held by Americans have been applied on current business being played immediately or refunded direct to exhibitors holding contracts.

Universal's Prize-Ring Series "Leather-Pushers," Pantages

The Pantages Theatre is running Universal's series of prize-ring pictures "The Leather Pushers," along with the usual six acts of vaudeville, doing a very good business at Vancouver.

Exhibitors in Winnipeg Help Stimulate "Save The Children Fund"

At the request of the committee, headed by D. C. Coleman, vice-president of the C.P.R., who have charge of the "Save the Children Fund," the exhibitors of Winnipeg have for the past two weeks been showing films to stimulate interest in the charity. These films have been shown free of charge.

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The Public Want the Big Pictures

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But Then—

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ANNOUNCEMENT—Our Branch Managers have an attractive proposition to offer to the Exhibitors who acknowledge this advertisement in writing. Now you fellows, who are hustlers, if you want to get on the money waggon, shoot quickly.

Predictions—A Cool Summer, No Unemployment, and Big Business for the Live Ones.

Associated First National Pictures Inc.

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TWO PARAMOUNT RELEASES IN MAY 'MAN FROM HOME,' 'THE ORDEAL'

GEORGE FITZMAURICE'S production of Booth Tarkington's "The Man From Home" and Agnes Ayres in "The Ordeal" are the Paramount features scheduled for release May 21.

James Kirkwood, Anna Q. Nillson, Norman Kerry, Dorothy Cumming and John Miltern are featured in Mr. Fitzmaurice's production of "The Man From Home," a comedy-drama which takes the spectator from the quiet, matter-of-fact atmosphere of Kokomo, Ind., to romantic and picturesque Italy. Mr. Fitzmaurice took his players and his entire producing unit to Italy where scenes were filmed at Sorrento, Capri and other beauty spots. Much of the picture was photographed in the beautiful gardens of the sixteenth century Villa Borghese at Rome. The photography, said to be as beautiful as any ever seen before on the screen, was the work of Roy Overbaugh.

In addition to the featured players, Geoffrey Kerr, Jose Ruben, Annette Benson and Clifford Grey have prominent roles. The scenario was written by Ouida Bergere.

"The Ordeal" is Agnes Ayres' second starring picture for Paramount. The story is by the eminent English playwright, W. Somerset Maugham, and is his first direct contribution to the screen. In plot and dramatic construction it takes rank with his "The Land of Promise," "Lady Frederick" and "The Circle," which he contributed to the legitimate stage. The scenario was written by Beulah Marie Dix and Paul Powell directed.

Conrad Nagel is Miss Ayres' leading man and excellent support is contributed by Clarence Burton, Edna Murphy, Edward Sutherland, Ann Schaefer, Eugene Corey, Adele Farrington, Edward Martindel, Shannon Day and Clare Du Brey.

DAYLIGHT SAVING NOT BEING FELT THE BIG THREE GETTING BUSINESS

DAYLIGHT saving time has been inaugurated in Montreal and so far despite the loud and almost unanimous protest by picture-theatre managers does not seem to have adversely affected receipts. The fact is exhibitors are a sturdy and ingenious race with their own ideas of how to get around things and they are quick to recognize that what can't be cured must be endured. Consequently they set to and governed themselves accordingly when the city council said summer time should and would be inaugurated. Throngs are going ahead in the same way as though there was no change introduced; and from what can be gathered up and around the city patrons are just as numerous, if not more so, than they ever were. The fact is that Montreal is a good exhibitors' city and the tide of tourists is already beginning to make itself felt. George Rotsky at the Allen reports that he has nothing to kick about and he is still running his pictures big and getting results. At the Imperial the new vaudeville has caught on and Manager Conover is going around with the smile that won't come off. At the Capitol, Mr. Thomas is back from his honeymoon, and claims he is in for one of the busiest summer seasons of his career. These three—the Big Three—are a pretty fair barometer of what things are like in Montreal.

"The Son of a Sheik" Birth of Comedy Idea for Christie

AL CHRISTIE is going to have his fling at the desert drama along with eighty-four other directors, more or less, who are bound to popularize the camel and the sheik and the waving palm. He telegraphed his studio before sailing for Europe on the Olympic this week to go ahead with the comedy "The Son of a Sheik" for Educational.

Christie determined to produce his "Son of a Sheik" while driving back from Santa Barbara last week and calling on his friend George Melford, who directed "The Sheik" and is now at Oxnard with five hundred people making "Burning Sands."

Al saw flocks of camels, stars, sand dunes, arabs and potted palms in profusion all over the countryside. Last reports six or more dramatic companies were headed for Oxnard to produce desert pictures.

"Here's where I have some fun with their Sheik stuff," thought Christie to himself, and hurried home to call Scott Sidney, one of his chief directors, and all the scenario staff into consultation over "The Son of a Sheik."

Christie recently started something when he went up to Truckee alongside of the dramatic companies and made "Cold Feet" a travesty on the Northwest Royal Mounted Police films, which one of the leading critics recently commended by saying that the fact that the movies had now learned to kid themselves was definite information that the picture reformation is now at hand.

"The Son of a Sheik" will be made under the direction of Scott Sidney while Christie is away in Europe. Neal Burns and Viora Daniel will be featured.

This schedule supersedes the Scotch picture "Hot Scotch" which, by the way, is not a drink, and which will be made after Christie returns from Scotland.

Creatore Closes Three Weeks At Capitol, Vancouver, B.C.

Creatore, the famous Italian bandmaster, closed a three weeks' engagement at the Capitol Theatre, Vancouver, April 30th, and left for Victoria, the last house in the Capitol chain. The bill the last week included the Paramount feature "Bought and Paid For" and the usual other attractions.

Capacity Crowds Daily For "Mistress of the World"

The Globe theatre is running Paramount's "The Mistress of the World" which is in four parts. They show a part each week, the fronts which are painted by Mr. George Clark, who has charge of the United States chain lobby work, have been very elaborate so far, and pulls capacity crowds every day.

Allen Cleveland Operated Syndicate Cleveland Men

The reorganization of the Allen Theatre, Cleveland, has taken place.

Under the new order of things the house will be operated by a syndicate of Cleveland men together with Jules and Jay Allen, who will continue to exercise jurisdiction over the house. It was also announced that other Allen interests have been acquired by the syndicate.

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Rejane's Artistry Winning Praise Vitagraph's "Gypsy Passion"

THE matchless artistry of the immortal Rejane and the exceptional camera technique of Louis Mercanton are winning much favorable comment for "Gypsy Passion," the production which recently closed a most successful engagement at Mark Strand Theatre, New York City.

Not only has the picture been praised by the New York newspaper reviewers, but word of this unique film has reached the printed page in cities in which it has not already been shown publicly. Newspaper writers, also, concerned with more general comment on the arts than specific criticisms of motion pictures, have written eulogistically upon this subject. In his column, "It Seems to Me," Heywood Broun, mentor of books and plays for the readers of the New York World, writes of Madame Rejane's portrayal of the role of "Romany Kate" in this colorful gypsy story: "When Rejane smiles her great crooked smile it seems important. There is in it an emphasis beyond the range of pretty women. Something has happened. We have seen more than a smile. A mask has been lit and vitalized by an emotion.

The latest comment on "Gypsy Passion" which was not made by a motion picture specialist, but by a writer on general topics, was in the column of the New York news and views written by James Whittaker. In a column in which he discusses the battle between certain New York theatrical producers and the Rev. John Roach Straton and other subjects current along New York's rialto, Mr. Whittaker writes:

"The experts—with whom I wish humbly to disagree—agreed that the acting of the late Mme. Rejane is impressive as recorded by one film in which it is chemically preserved for posterity, but lacking in a quality known as camera technique. The film is called 'Gypsy Passion' for the American trade. It is from Jean Richepin's masterpiece of French narrative, 'Miarka, La Fille a L'Ourse,' and in France this French film was respectfully titled with the author's choice."

Writing further of Rejane's flawless portrayal, Mr. Whittaker says: "Most of the views of Madame Rejane in 'Gypsy Passion' are full length. When she acts, she acts all over. And in one scene of the French film there was, for me, a choking thrill which comes rarely from either play or movie house. Mme. Rejane was Old Kate, the gypsy dowager of the story of nomad hearts and habits. The film ends with her death at the shrine of a miracle-working saint in Brittany. She dies with her boots on, and the boots are on the film. As the great veteran actress sank in a moral ecstasy of religious fervor (passionate in every inch of her body, and not in one foot of face alone) a sob rose in my throat. If this bit of master pantomine is to be rejected for a technicality by the movies, it can be accepted gratefully for the permanent files of the theatre, which is not dead from the neck down."

Mr. Whittaker's views are syndicated to the Chicago Tribune and others of the country's greatest newspapers.

Actual Work Has Started On "The Man From Glengarry"

William Colvin has taken charge of various activities in connection with the production of "The Man From Glengarry" in Ottawa, Ontario, under the supervision of Henry Shipman. Announcement is made that the cast for this picture will include Pauline Garon, who recently finished "Reported Missing," Marion Swain, Ralph Falconer, Anders Randolph, Harlan Knight and others. The director is Henry McRae and the continuity writer is Kenneth O'Hara. Actual work on the picture started on May 4th.

"My Boy" which was shown at the Allen theatre, Winnipeg, for a week, drew the largest crowds of the season at that house.

F. G. Spencer Rebuilds Destroyed Residence

F. G. Spencer is rebuilding his residence at Ononette which was destroyed in the frightful fire which took place last summer. Mr. Spencer had one of the most beautiful homes in this vicinity and his new house will be an improvement even on the first. There is a very fine garage in connection with the property and the grounds are being beautified as before. The havoc wrought by the fire is being cleared away.

Another Canadian Exhibitor Goes To The United States

Charles Perry, former manager of the Capitol, Winnipeg, has been appointed manager of the Capitol, St. Paul, Minn., one of the most beautiful theatres in America.

Camera Classics Keeping Up Quality of Early Releases

THE DIGEST called at the Filmcraft studios one morning and had the privilege of meeting Miss Margaret Sturch, who has complete charge of the assembling department. Miss Sturch is the only girl in Canada on this very intricate work — and the speed and efficiency displayed in her work which she maintained even while she was being interviewed, showed why she is considered one of Filmcraft's most valuable assets. This young film editor was busy assembling a print of Camera Classics, when the writer sought her out at the assembling table. As she flew through the scenes, in a final inspection she explained the fascinating details in the process of cutting and assembling a picture from the time that the original negative first comes off the drying drum until the film is shipped for distribution.

Cutting and assembling are often confused, it was explained, the cutting being the choosing of footage from the negative which has been taken by the cameraman. This work is done on a test print taken from the original negative, the latter being left intact until the film editor is satisfied that he has discarded unnecessary footage and retained only the scenes that will contribute merit to the picture. When the cutting has been finished satisfactorily on the test print, the negative is cut, and then the prints made. These arrive in the lab. for assembling — an interesting process full of detail and variety but requiring the most accurate handling through every stage.

"Mr. Irish personally does the cutting on the Camera Classics," explained Miss Sturch. "He holds himself responsible for every subject incorporated in these features, and does the cutting work exclusively on them. He arranges his continuity on the test print and after he has run and rerun the test and is thoroughly satisfied with the subject he sends it on to me to be conformed to the negative." "Camera Classics" are meeting with splendid success throughout Canada and the releases now in preparation are not only keeping up the standard quality of the first four issues, but introducing many novelties and surprises.

A test film made of Miss Gladys Leonard of Winnipeg, who won the second prize in the Paramount all Canada Beauty Contest, has been taken at a local studio and forwarded to New York by Mr. Doolittle, publicity commissioner of the Famous Lasky, who resides at Minneapolis.

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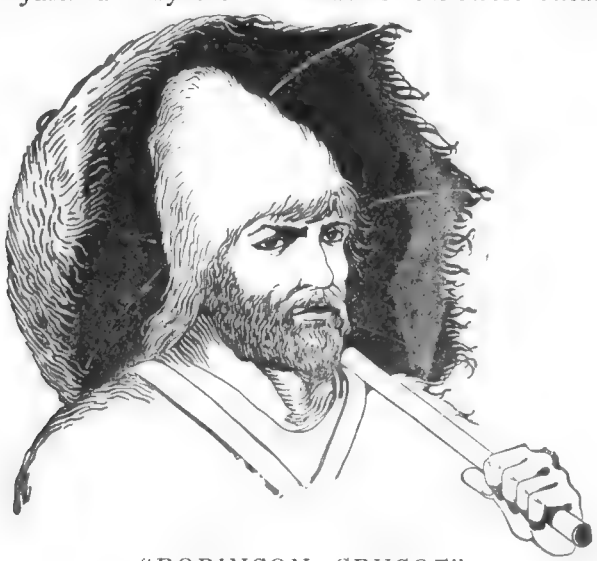
Exploitation for Programme Use "Theodora," Empress of Roman Empire

THE real Theodora, Empress of the Roman Empire, was the wife of the Emperor Justinian, born probably in Byzantium (as Constantinople was then called), in the early years of the sixth century and died in the year 547. According to Procopius, the chief historian of that period, but by no means a trustworthy authority, because of the manifest hatred of Theodora shown in his writings, she was the daughter of Acacius, a lion tamer in the Amphitheatre at Constantinople. While still a child, she was sent on the stage to earn her living. She became quite notorious in her younger days, and the spirit and impudence of her acting in the rough farces delighted the crowd of that period. Procopius declares that she became a noted courtesan, and accompanied the Roman Governor, Hecebolus, on a journey to Northern Africa, but having quarrelled with him, returned to Constantinople where she was the centre of much gayety and life. At this time, Justinian, nephew of the Emperor Justin, became infatuated with her and wished to marry her, but could not overcome the opposition of the Empress Euphemia. After her death, however, Justinian married Theodora and when he succeeded to the throne on the death of his uncle, Theodora became the Empress of the Roman Empire. Justinian was then 44 years of age and Theodora was 23. Procopius relates in his history, the *Anecdota*, many repulsive tales regarding Theodora's earlier life. But his evident hatred of her compelled later historians to regard him as a very doubtful witness. It seems quite clear, however, from the "Life of Justinian" by the historian Theophilus, that after her marriage, Theodora was an irreproachable wife, except for the one love affair with Andreas, which later proved her downfall. She completely dominated Justinian and practically ruled the Empire.

Contradicting the evidence of Procopius, whose slanders against Theodora were copied by the historian Gibbon, there is to be set the silence of other contemporary writers like Agathius and Evagarius, as well as such later historians as Theophanes, none of whom repeat the charges as to Theodora's life before her marriage. It is difficult to establish any view of the controversy without a long and minute examination of the authorities, and in particular of the *Anecdota*, but the most probable conclusion seems to be that the charges of Procopius, which Gibbon did not blush to copy, deserve no more weight than would be given nowadays to the malignant scandal of disappointed courtiers;—(2) that apparently Theodora was an actress and a courtesan and not improbably conspicuous in both characters; (3) that it is impossible to determine how far the specific charges brought against her by Procopius deserve credence. About the beauty, the intellectual gifts and the imperious will of Theodora, there can be no doubt. She was evidently an extraordinary person, born to shine in any station of life.

From the Encyclopaedia Britannica, 11th Edition, Volume 26, Pages 764 and 765.

This will make interesting matter for exploitation. It was used on the back of the Astor Theatre program.



"ROBINSON CRUSOE"
Universal's Popular Chapter Play.

Ten Omaha Theatres Play "The Prodigal Judge," First Run, Day and Date

Vitagraph's Omaha branch introduced an innovation with the booking of "The Prodigal Judge" in ten local theatres for a three day simultaneous showing of the Maclyn Arbuckle classic. Theatres running the picture, which was shown May 4, 5 and 6, were well pleased with the result of the experiment. So well pleased that "The Sheik's Wife," Vitagraph's big French special, is announced for a similar first run showing on May 18, 19 and 20.

The ten Omaha theatre participating in the simultaneous showing were The Apollo, The Muller, The Gem, The Queen, The Alhambra, The Lothrop, The Suburban, The Hamilton, The Benalto, The Besse.

A. R. McNichol of Winnipeg Secures More Big Pictures

A. R. McNICHOL, owner of the Lyceum theatre, Winnipeg, who is now in New York, booking superspecials for his theatre, reports he has secured first run of "Orphans of the Storm," Griffith's latest production. The first Canadian run will be at Calgary on June 5. Mr. McNichol has also bought "The Doll's House" with Nazimova in the lead; "The Ruling Passion," with Arliss the star; "Fair Lady" and "The Iron Trail."

While in Toronto recently Mr. McNichol secured several Vitagraph specials and it looks as if he has secured "Foolish Wives," Universal's "biggest" also.

Pearl White Appears Fox Picture "Without Fear"

"Without Fear," the new William Fox picture in which Pearl White is appearing, is the story of a battle between aristocracy and a newly-made millionaire—one of those millionaires that come up from nowhere overnight. The millionaire proves to be very much of a man, and he not only defies aristocracy, but takes away one of its most charming figures, a pretty girl. She goes willingly—more than willingly, for she practically proposes to him. She is unconventional.

The story is entertaining, and to many it will be instructive. It illustrates the point that one man has as much chance in this country as another, provided he has brains and industry, backed by high character. Social snobbery can't keep a "mushroom millionaire" down, if he's the right sort. "Without Fear" is first order entertainment, with abundant food for thought in it.

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Lloyd Hamilton To Make Six Specials; Hamilton-White Comedies Coming

A SHORT time ago James W. Dean, reviewing "The Rainmaker" for the Newspaper Enterprise Association Service, in an article headed "Lloyd Hamilton Slated for Niche in Comic Hall of Fame," said:

"Lloyd Hamilton is hereby nominated for a place in the hall of comic immortals. Chaplin, Lloyd and Keaton must crowd up a bit to give him room."

During the coming production year, Hamilton will make six big special comedies under his own name. The Hamilton Comedies will be released by Educational Film Exchanges, through which the Mermaid Comedies in which Hamilton has been featured have been distributed for the last two years.

When Hamilton and Jack White, the director, organized Hamilton-White Comedies, Inc., a year ago, to take up the production of the Mermaid Comedies, they contracted for a long term to supply comedies for Educational release. So popular and successful have been the pictures produced by this partnership during the current year, however, that when the year's production schedule was completed, the comedian and director came to New York to arrange with E. W. Hammons, president of Educational, for a much more elaborate program for the season of 1922-1923.

The production company is to be considerably enlarged, with the addition of several popular comedy stars as well as technical workers, leaving Hamilton and his staff to devote their entire attention to the six special Hamilton Comedies. It is intended that these pictures shall be as fine short features as any pictures that have ever been made in this type of comedy. They will be made under Hamilton's supervision and will be directed by Hugh Fay, who has directed the later Mermaid Comedies in which Hamilton has starred. A large scenario staff and technical force will work with them on the Hamilton Comedies. Irene Dalton, who has played opposite Hamilton in each of his pictures in the current year, will continue as his leading lady.

Jack White, who has supervised the production of the Mermaid Comedies in the current year, will supervise a new series of Mermaids with all-star casts which will include some of the most popular comedians in motion pictures. Announcements probably will be made soon of the addition of two or three famous comedians to the present company, which includes such popular funsters as Lige Conley, Elinor Lynn, Jack Lloyd and others.

There will be twelve pictures in this Mermaid series. Production of the Mermaid Comedies and also of the Hamilton Comedies will begin in June, and the first picture of each group will be ready for release in the early Fall.

"Pink Gods and Blue Demons" To Be Called "Pink Gods"

A cast of all-star calibre is being lined up for Penrhyn Stanlaws' new Paramount production "Pink Gods," the title being an abbreviation of Cynthia Stockley's book, "Pink Gods and Blue Demons."

James Kirkwood, Bebe Daniels, Anna Q. Nilsson, Adolphe Menjou, Raymond Hatton—these are the top-liners and there are others still to be chosen. But this is a list that Casting Director L. M. Goodstadt believes is something of a record-breaker.

J. E. Nash and Sonya Levien did the adaptation of "Pink Gods." South Africa, home of mystery and diamonds, Boers and kaffirs, blue aloes and kraals, kopjes and veldts, is the scene of the picture which is said to hold enough drama and interest to captivate any audience of any age, degree or condition.

Fred Leduc of Laurier Theatre Loses Valuable Car

Fred Leduc, proprietor of the Laurier Theatre, Hull, Quebec, suffered the loss of his automobile, valued at $3,300 on May 3 when it was stolen from the parking area near the Alexandra Hotel, Ottawa. The wrecked machine was later found several miles from the city where it had been ditched and burned. Very little remained of the beautiful car.

IT'S A FIRST NATIONAL

HEARD AROUND 1ST NAT. EX. OFFICES BUSINESS IS GOOD

"THE SILENT CALL" is now on its twelfth successful week at the Miller Theatre, Los Angeles.

Geo Rotsky, the hustling manager of the Allen, Montreal, put out the nicest full page on "Smiling Through" that has ever been published. When you can induce these newspapers to give it to you in five colors you're doing something, George can do it and business on "Smiling Through" was big, with a capital B.

Garnet Spencer, formerly manager of the Griffin Theatre, Owen Sound, is devoting his activities as Manager of the Photodrome, Toronto, at the present time. He's a First National fan and when he steps out, we expect to see some "Fronts" on the Photodrome.

Lifebuoy Soap is using Norma Talmadge's indorsation in all the street cars, a very pretty card; and Jackie Coogan takes his bath in Lifebuoy Soap in all the Toronto newspapers every night, great help for the exhibitor playing these First National productions.

Purity Pop Corn Mfg. Co. are making Jackie Coogan Prize Popcorn Packages. Great for the kiddies.

Fred Guest, Queens Theatre, Hamilton, works fast, he's playing "Mother O' Mine" right after the Lyric engagement; wise bird!

If you're playing "Molly O," it's a good idea to write Telfer Biscuit Co., Toronto, they have a tie-up proposition that's a winner.

John Flemming, manager of Vitagraph Exchange, has returned from a trip to New York bringing with him the super-special, "My Wild Irish Rose."

Thos. H. Ince presents "Mother O'Mine"

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LYRIC, HAMILTON, STAGES "COME BACK" WITH 'MOTHER-O-MINE'

JAS. WALL, the genial manager of the Lyric is wearing the smile that won't come off, these days, after experimenting for a couple of weeks he booked Mother O' Mine in for a three days' engagement and they came in such droves that he was compelled to hold it over for the entire week, he invented a Mother's Week and invited the merchants to advertise goods suitable for mothers, then he invited his "customers" to bring Mother down to the Lyric to see her picture, and they came.

Showing the picture as "An appreciation of the wonderful Mothers of Hamilton" and billing it as A MELODRAMA OF THRILLING EVENTS, were the captions that brought the business.

Mother O' Mine has everything in its favor as a box office attraction, the thundering Midnight Express, the Electric Chair, the Court Room scene, an exciting fight and a dozen climaxes that cause the audience to cheer and applaud, creating the talk and word of mouth advertising that is the success of all big pictures. A picture that while it is not listed as a high-price box-office value, can be made into a big box-office attraction with a little effort on the part of the exhibitor.

First National Pictures Inc. are the distributors of "Mother O' Mine."

Report On Motion Pictures and Theatres in St. John, N.B. Made By Henry S. Culver

AN interesting survey of the motion picture industry in St. John, N.B., Canada, has been made by Consul Henry S. Culver. Through the courtesy of R. A. Lundquist, Chief of the Specialties Division, Bureau of Foreign and Domestic Commerce, Washington, D.C., a copy of this survey has been received by the National Association of the Motion Picture Industry. It is as follows:

The principal towns in this Consular District, where Motion Pictures are shown, are:

City of St. John, Population 60,000
Sussex, N. B. Population 2,500
Fairville, N. B. Population 3,000

The theatres where moving pictures are shown in St. John are the:

Imperial, King Square, St. John.
Opera House, Union St., St. John.
Unique Theatre, Charlotte St., St. John.
Queen Square Theatre, Charlotte St., St. John.
Palace Theatre, Main St., St. John.
Star Theatre, Main St., St. John.
Empress Theatre, City Hall, West St. John.

The theatres in Fairville:

Gaiety Theatre, Fairville.

The theatres in Sussex, N.B.:

Imperial Theatre.
Opera House.

The capacity of theatres as follows: The Imperial (Keith's) seats 1,800. Opera House seats 1,200. The rest of the Houses seat from 500 to 250 people.

The prices of admission range from fifteen to twenty-five cents for ordinary pictures, while special attractions range from 50 cents to $1.50 in the larger houses.

There is the duty of 3 cents per foot on a valuation 8 cents and a sale tax of 4 per cent. on the duty value.

Merchants Co-operate To Exploit "The Champion"

A week never goes by in Ottawa, Ontario, without at least one special combination page for a current attraction at a local theatre in one or both of the Ottawa newspapers. For the presentation of Wally Reid's "The Champion" at Loew's Theatre during the week of May 8, Manager Goodale arranged for an advertising tie-up in The Citizen. The commercial advertisers using space on the page included a tailor, bread company, furrier, chiropodist, business college and general store, each of which used appropriate copy.

Louise Lovely Makes Personal Appearance At Allen Theatre, Vancouver

Louise Lovely, the screen star, crowded the Allen Theatre the week of May the first, when she appeared in person and superintended the filming of the audience at each performance.

"Chuck" Moody, the popular manager of the Strand Theatre, Kingston, Ontario, has been transferred to the management of a theatre in Western Canada on the chain of the Famous Players Canadian Corporation. Mr. Moody was an energetic member of the Kiwanis Club of Kingston, and his departure was the occasion for much regret on the part of fellow members and others.

UNIVERSAL SERVICE IS VALUED IN MANITOBA

H. Swartz, the representative of the Canadian Universal Film Company, at Winnipeg, is quite excited over a letter which recently fell into his hands. It was written by A. S. Parkin, manager of the Bijou Theatres, Saskatoon, to A. McCoulough, a new exhibitor of Lucy Lake, Saskatchewan.

Parkin, in advising McCoulough concerning his bookings, had the following to say:

"I have been dealing with practically all the film companies in Canada for seven years and my advice to you would be to tie up with the Universal Film Company of Winnipeg, Manitoba, who will supply you with the best line of programmes at a very reasonable price. It would be advisable for you to communicate with them informing them how many days a week you wish to run, what advertising you need, etc.

"This firm will look after you in the proper manner as they realize that you must be successful in order for them to stay in business.

"I have no interest whatever in the Universal except the satisfaction which I have had in dealing with them for seven years."

J. P. Seidelman Appointed Special Representative For Foreign Department

The appointment of Joseph P. Seidelman, well known in New York film circles, as a special representative of the Foreign department of the Famous Players-Lasky Corporation was announced this week by E. E. Shauer, director of the department. During the past year Mr. Seidelman has been assistant general manager, in charge of sales, of Associated Producers, and he is returning to the Paramount organization after having achieved brilliant success as a sales executive.

"My Old Kentucky Home" Play Imperial Race Week

Harry Brouse, proprietor of the Imperial Theatre, Ottawa, has booked "My Old Kentucky Home" from the Canadian Releasing Corporation Ltd., Montreal, which is affiliated with the American Releasing Corp. of New York, for showing in Ottawa during local race week starting May 29.

"CARNIVAL"
"WOMEN MUST WEEP"
"WATCH YOUR STEP"

Read the Reviews—Page 4.

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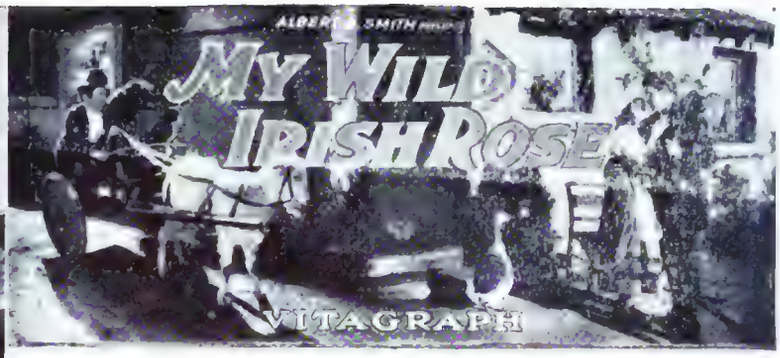
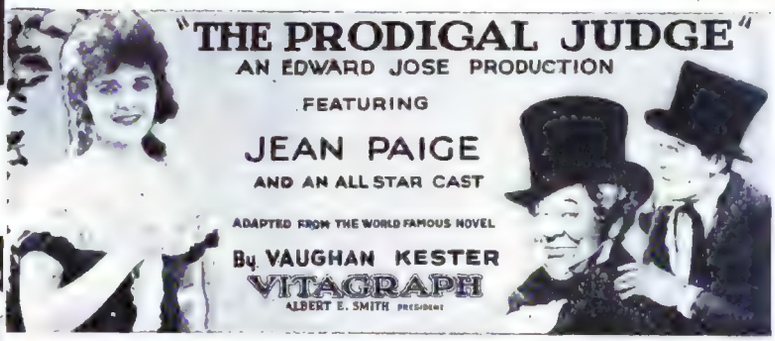
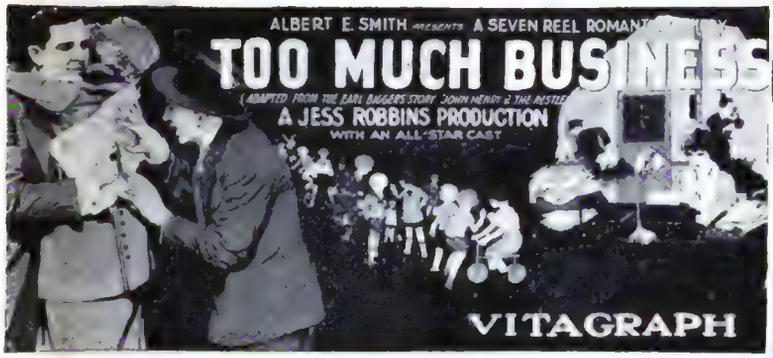
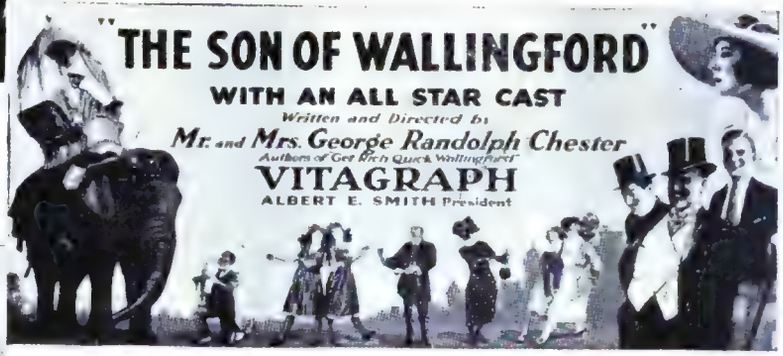
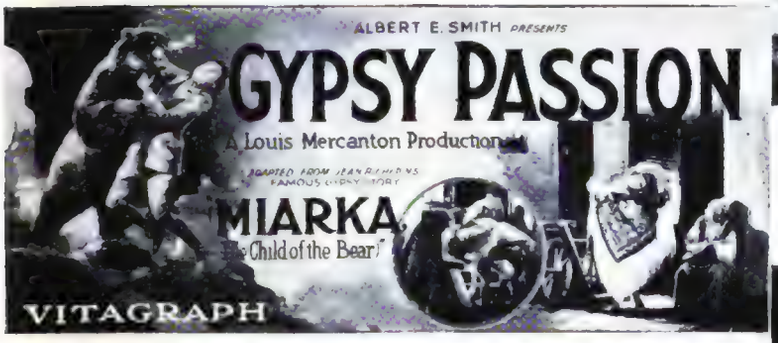
ATTRACTIVE 24 SHEETS








"THE SON OF WALLINGFORD"
WITH AN ALL STAR CAST
Written and Directed by
Mr. and Mrs. George Randolph Chester
Authors of "Get Rich Quick Wallingford"
VITAGRAPH
ALBERT E. SMITH President



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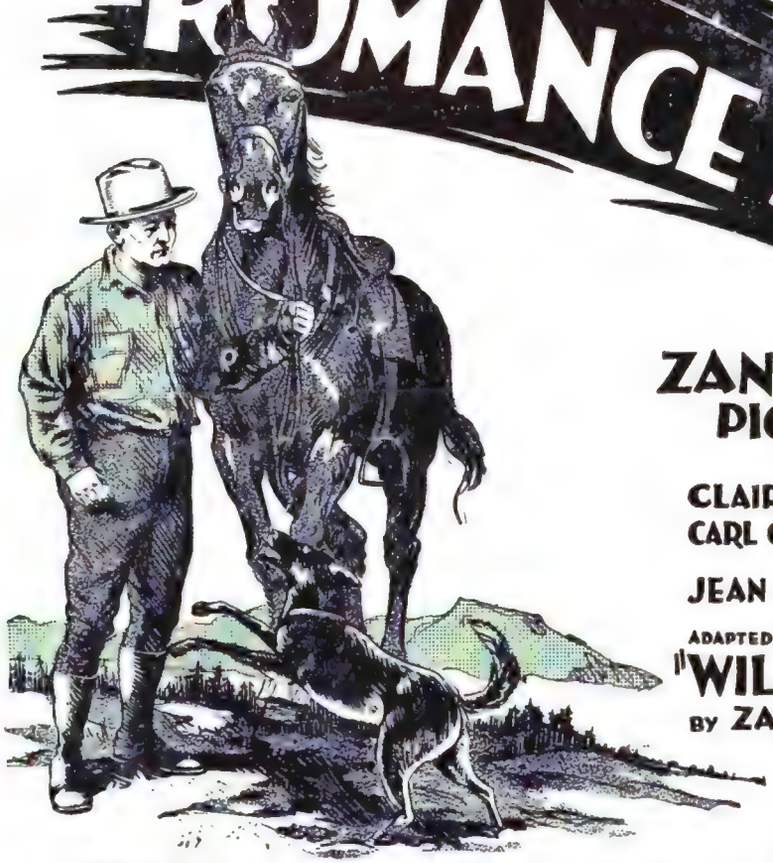
WHEN ROMANCE RIDES



A ZANE GREY PICTURE

WITH
CLAIRE ADAMS
CARL GANTVOORT
AND
JEAN HERSHOLT,

ADAPTED FROM THE NOVEL
"WILDFIRE"
BY ZANE GREY

DISTRIBUTED BY
GOLDWYN

A BENJAMIN B. HAMPTON PRODUCTION

Famous Players Film Service Limited

Toronto Winnipeg Montreal Calgary St. John Vancouver

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The Dominion Embossing & Printing Co.
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CANADIAN MOVING PICTURE DIGEST

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MAY 20th, 1922.
TORONTO, CANADA

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EDITORIAL ON BRUCE'S "WILDERNESS TALES"

(From Moving Picture World)

February 11, 1922

WE have seen the first showings of the new series of short subjects by Robert C. Bruce and note that novelty and drama have found their way into the thousand feet portions in which these delightful fragments of beauty are issued by Educational. The first, "And Women Must Weep," is adapted from Kingsley's 'Three Fishers," and the Arthur Symon's poem "The Fisher Widow." With the drama that lies in great beauty and the majesty of nature, the story of the sea is impressively presented. This is followed by a great woods episode called "Missing Men." The third is "A One-Man Reunion," and to our mind it is the best in point of novelty and genuine human appeal. It is the short story of a prisoner, returned after twenty years to a boom town that has fallen upon evil days and has been deserted. With a dog as his only companion the lonely old man staged a celebration and enacted all the roles of the merrymakers. Because it has imagination and is rich in pathos this picture is a contribution to the dramatic art of the screen. It deserves even higher praise than its very good companions in the series. The only one of the series which is strictly a scenic takes its place among the really great. It is called "My Country," and is made up of the cream of astonishingly beautiful views of the Pacific Northwest. To describe the scenes in justice would take the pen of genius. They fairly ravish the senses and feed the soul by their exquisite detail and the grandeur of the subjects. For all theatres we take pleasure in recommending them as calculated to delight the spectators.

ARTHUR JAMES.

Educational Pictures
"THE SPICE OF THE PROGRAM"

Canadian Educational Films Ltd.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

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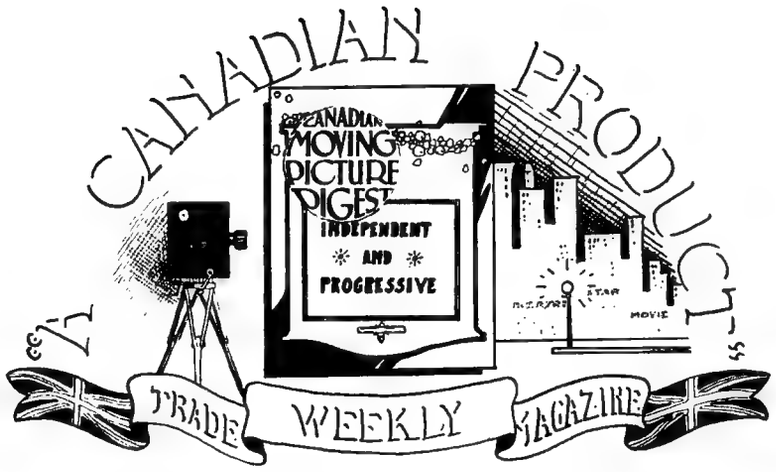

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 3 | TORONTO, CANADA | MAY 20th, 1922

WHO WILL GET ALLEN THEATRES?

THOSE who have been interested in all the "Live News" which has filled various papers in reference to the Allen Theatres will at last have a bit of concrete information upon which they can bank. Messrs. Jule and J. J. Allen have assigned. Although it is a personal assignment it must affect the Allen Theatres through the relationship of Messrs. Jule & J. J. Allen to them. The assignment was received with regret by those who have had business dealings with the Allens, not that they were personally affected, and by those who know the Allens personally. For while the Allens had a dollar to give, no needy person, who appealed to them, was refused a dollar. The sympathy of the onlooker is always with a concern which has built itself up on next to nothing. That is, a concern or enterprise which through merit alone, some people call merit and plugging, luck, we will not quarrel about words, grows to such proportions that it becomes, not only a power in the country in which it has grown, but sends its influence into other lands.

Starting in Brantford, Ont., with a house which even the smallest exhibitor to-day would disdain to manage, the Allens built a chain of theatres, comprising some of the finest theatres which can be found in any country. These theatres no doubt helped to place Moving Pictures in that position which they to-day enjoy in Canada, for they became entertainment centres for people of culture and refinement, who otherwise would not have been educated to moving pictures, despite the fact that the very finest pictures were being released in Canada.

The theatre has been responsible for the improvement of pictures. Some will contend that the improvement of pictures has been responsible for the fine erection of Moving Picture Theatres. Again we will not quarrel, or disagree. Let us seek an amicable foothold upon which all views receive consideration. One fact remains, that no matter how fine a picture is, the public will not go to see it in an ill-ventilated, firetrap. Messrs. Jule & J. J. Allen conceived the idea of giving us theatres where one was as comfortable as in their own drawing-room, or even more comfortable. With the erection of this class of theatres, projection had to be improved and perfected, and as the frame of a picture must not overshadow the picture framed, so Moving Pictures had to stand out from their setting as a beautiful portrait or landscape from its frame. In addition to the erection of theatres, the Allens operated an exchange and handled the finest programmes on the market in Canada.

The exhibitors and various exchanges in Canada, the public also, have always looked upon the Allen Theatres as a chain of independent theatres, in fact the entire Allen Enterprises were looked upon as belonging to the Independents, as being Canadian. Canada being a young country, Canadians have been particularly proud of what Canadians have done, or are doing in the way of Canadian Enterprise; and the Allens have unquestionably given Moving Pictures in Canada a position which commands respect and consideration from Moving Picture Enterprise in the United States.

There will be a meeting of the Allen creditors on May 29th. We trust that these creditors may see the wisdom of giving Messrs. Jule & J. J. Allen the time they desire to adjust and re-establish their business and enable them to pay off all their obligations. It appears to the advantage of the creditors to allow the men, who have been capable of building up such an important enterprise, to continue to operate it. Of course creditors are humans like the rest of us and humans have a tendency to protect their own interests. If some one should come along with an offer to buy the Allen Theatres, paying off all the creditors, one could not blame the creditors for accepting the offer, but the creditors should take into consideration all angles of the "paying off." There are various rumors of various offers. Some we have heard would make even a donkey laugh. If the creditors cannot get "real money," not promissory notes, paid with the money these theatres are making, for 80% of the Allen Theatres made money, the financial difficulties in which the Allens find themselves arising from Enterprise outside of the Dominion of Canada, they had much better let the men who have been running their business, continue to run it, for it seems only reasonable to conclude that they will run it to better advantage than outsiders; and after all, being humans, as well as creditors, first chance should go to the men who have given us the business which made us their creditors. We feel in extending to Messrs. Jule & J. J. Allen our sympathy and feeling of good-will that we are voicing the sentiment of the Moving Picture interests in Canada and those Canadians who are "boosters for all enterprise Canadian."

—*RAY LEWIS*

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UNIVERSAL WILL RELEASE "FOOLISH WIVES" PERCENTAGE ARRANGEMENT FOR EXHIBITORS

"FOOLISH WIVES," the much-heralded and much-talked-of Universal super-special, is being released now in Canada. "Foolish Wives" will open in Toronto at Pantages for an indefinite run. It is to be released on a percentage arrangement only, which means that every exhibitor who wants to play with Universal on this feature will have an opportunity to play "Foolish Wives." Universal are taking chances with the exhibitor instead of holding out for a price which would give "Foolish Wives" to a limited number of exhibitors only. "Foolish Wives" is now playing the Empire Theatre, Windsor, to record business. It was originally booked for one week, but this engagement has been extended to nine days. The Grand Opera House, St. John, and the Majestic, Halifax, will play "Foolish Wives" during the week of May 22nd. Universal is releasing its biggest picture at this time of the year, which looks as if Universal must have confidence in what this picture is capable of doing. By releasing "Foolish Wives" now, Universal helps to rekindle a spirit of optimism among those exhibitors who have started to feel that the season for big business is over.

"TOO MUCH BUSINESS" SELLS VITAGRAPH EXECUTIVES ON POSSIBILITIES OF SEVEN REEL COMEDIES IN FUTURE

SOME time ago a sales conference at Vitagraph's administrative offices, agreed that three reels should be the limit for a comedy. Some of that company's branch managers were even of the opinion that two reels were sufficient. Illustrations were given and cases where comedies were longer than three reels usually worked out their climax in the first three reels with the result that the comedy collapsed during the balance of the footage.

Accordingly, when the comedy "Too Much Business" was screened for a gathering of Vitagraph's executives some time ago, it started off under disadvantage. Most members of the gathering were skeptical as to the laugh possibilities over the three reel limit.

However, "Too Much Business" started the gathering laughing and kept them at it until the final fade-out on the seventh reel.

"Too Much Business" by the way, has been analyzed as being about as near to a stage comedy as any presentation on the screen could possibly be. The humorous idea is said to be developed deftly and subtly until at the end of a sequence it becomes uproarious. At the same time it is absolutely devoid of any suggestion of slapstick.

The picture was adapted from the Earl Derr Biggers story from the *Saturday Evening Post* entitled "John Henry and the Restless Sex." In the visualizing of the story for the screen many amusing situations were added to the original yarn as well as several whimsical characters and humorous twists of plot.

"Too Much Business" does not depend for its effect on any of the time-worn machinery of comedy clap-trap. The situation is always laughable as well as the action. Jess Robbins directed the entire production.

Harold Lloyd's latest comedy, "Grandma's Boy," his first five-reeler, will not be released throughout the country until August because his last, "A Sailor-Made Man," is still holding the screens.

Katherine Perry, wife of Owen Moore, will appear with him in his current picture, "A Previous Engagement."

"Women Must Weep" Booked Paramount and Loew Circuits

Educational have booked the first of the series of "Wilderness Tales," "Women Must Weep," in the Paramount houses, Canada and Loew's circuit in Canada and the United States. The Wilderness Series is a series of Bruce Educational specials. There will be ten releases in the series of these single reel subjects and they promise, judging by the first three releases, big things. Incidentally an extra print on "How To Grow Thin" has been order for Ontario and Western Canada owing to the number of bookings. "How To Grow Thin" has gone over very big. It opens on the Ottawa Valley Circuit June 19th. With every woman interested in 'How To Grow Thin" and "Keep Thin," this amusing Educational release offers the best possible exploitation angle; and if exhibitors cannot capitalize on this idea it will be pretty hard to find an idea for them which is more timely or presents as big possibilities.

Griffin Assigns in Kingston Paramount Secure His Houses

It is alleged that Griffin has assigned in Kingston. That his house in Guelph, namely the Opera House has been purchased by Famous Players Canadian Corporation, through Mr. Nathanson and that Mr. Nathanson has also taken over the Griffin houses, Orpheum, Ft. William, and Colonial, Port Arthur.

Constance Talmadge To Sue For Divorce; Charges Cruelty

Constance Talmadge's suit for divorce against her husband, John Pialoglo, wealthy young tobacco importer of New York, will be set for early trial in the Los Angeles court. Filmland believes he will not contest, although the charge is cruelty.

Jackie Coogan in Dickens' "Oliver Twist" Is Finished

Dickens' "Oliver Twist" is now in silent drama form, the production starring Jackie Coogan having been completed. Fidelity to the written classic is claimed, and great things are expected of the picture.

Erich Von Stroheim To Produce Another Unusual Super-Special Universal

Universal claims that Erich von Stroheim's next will be a super-special costing nearly as much as his "Foolish Wives," which ran to more than a million dollars. It will be a story of continental life in Europe.

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ALICE BRADY TO STAR PARAMOUNT'S "MISSING MILLIONS"

Joseph Henabery, Paramount director, left Hollywood for New York where he will direct Alice Brady in "Missing Millions" at Paramount's Long Island studio. Mr. Henabery's entire producing unit, which has just finished making "The Man Unconquerable," in which Jack Holt is starred, will accompany him East to work on the new production.

"Missing Millions" is a story by Jack Boyle, author of "The Poppy Girl's Husband," which Bill Hart produced for Paramount a couple of years ago. It ran serially in Red Book and centres around Boyle's two famous fiction characters of the underworld, Boston Blackie and Mary, who defy death and America's best detectives in order to steal $2,000,000 from a steamer bound from Alaska. The story is said to be literally crammed with thrills.

Accompanying Mr. Henabery will be Albert Shelby LeVino, who has been entrusted with the adaptation; Gilbert Warrenton, cameraman, and Richard Johnson, assistant director.

Mary Pickford "Going Straight" Universal's 1910 Special Production

Universal are releasing a two-reeler, called "Going Straight." This picture features Mary Pickford and King Baggot. It was made about twelve years ago and is ancient enough to have a title, "Just a minute please while we change the reel," between the first and second reels. As a representation of features in those good old days, it's a funny one and Mary Pickford with her hair parted in the middle and no curls is a revelation also. All the thrills of the old thrillers can be found in "Going Straight."

"A FOOL THERE WAS" HAS BEEN COMPLETED

After working continuously since December, Emmett J. Flynn has completed "A Fool There Was," which is to head the Fox releases of special productions next season. Persons who remember the play, which was a stage production of the hectic days, are going to see something entirely different when the picture is released.

Estelle Taylor is playing a new kind of vampire, and Lewis Stone is The Fool.

SUBSCRIBE NOW TO THE DIGEST

Canadian Exhibitors Please Accept the Thanks of the Various Branches of Canadian Educational for the splendid support and co-operation extended to us during Educational Pictures Week.

Your support secured for us the excellent showing which we obtained.

Cordially,

Canadian Educational Branches.

Harvey Williams, Allen's Beach, Wins "Robinson Crusoe" Prize of $50.00

Mr. Harvey Williams, Allen's Beach, Toronto, won the prize of $50 the week of May 6th; for one of the best ideas, or methods of exploiting "Robinson Crusoe." Mr. Williams, not content with a one week's boosting campaign tied up with the merchants in his district for ten weeks, interesting them to join their sales campaigns with Robinson Crusoe; thereby stimulating business for themselves and packing his theatre for the "Robinson Crusoe" engagement. Apropos of the winning of the prize, it might be well to mention that Universal are giving away $7,000 in prizes for exhibitors only. Sixty-four prizes of $50 each for the months of April, May, June, July. Twelve additional cash prizes of $450, $300 and $200 each month, seventy-six prizes in all. To exhibitors who put over the most original and effective exploitation ideas on the "Adventures of "Robinson Crusoe." All you have to do is to send in your name to the Contest Manager, Serial Department, Universal, after you have staged and put over your stunt, send in a description of it, photograph of yourself and of the stunt. We will publish the names of winners. Get in the contest.

Canada's Standing 94 1/8% Educational Pictures Week

Exhibitors will be interested to know that in the Educational Pictures Week, Canada's standing was 94 and one-eighth per cent., running second to Salt Lake City, which came first. S. Jacobs, formerly a Montreal exhibitor, and now branch manager of the St. John Exchange for Educational, captured a prize. He showed the biggest increase of business in Canada for Educational Pictures Week. His increase registered about 250%, Montreal Branch came second.

Theodore Roberts To Appear In "The Old Homestead"

Paramount is to produce "The Old Homestead," James Cruze will direct the picture based upon the famous Denman Thompson classic, in which Theodore Roberts will be featured in the role of Joshua Whitcomb.

Educational are releasing Tony Sarg's Almanac throughout the United States next year. This year these novel one-reelers are being distributed through Educational in Canada.

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FOX CAMERAMAN, GEO. H. VALIQUETTE, WAS NEARLY DROWNED AT BRITANNIA, ONT.

FOX NEWS boasts another daring cameraman in Geo. H. Valiquette of Ottawa, Canada. Valiquette has an exceptional story to tell, which is backed up by pictures he has sent in and by an Ottawa newspaper. Let him tell it himself:

"I have learned, through long experience in the news reel business, that it is wise for a cameraman to look out each Spring for floods and disasters caused by high water. I was not at all surprised when one of my local tipsters notified me there was a washout on one of our local railroads and that tracks had been displaced and the roadbed washed out. This high water was caused by a terrific wind on the Ottawa River. The trains had to be re-routed, and practically the entire system at this terminal was thrown into temporary confusion. This was a good news subject. I packed my camera on my back, and with my tripod also slung over my shoulder I made for the scene of the trouble.

"After shooting several pictures I was notified that I could get excellent flood material at Britania, not far away. Upon reaching Britannia I noticed that the wind was still blowing a terriffic gale, but, of course, that means better pictures with more action. I hired a rowboat and a man to row me out where I could get good pictures of the waves breaking against the shore, and the wharves, and of boats being thrown from their moorings and blown down the river.

"We had gone but a short distance when we realized that our boat was altogether too small to withstand the wind's velocity. My camera was set up in the back of the boat, and I managed to crank out a few feet of film. I really did less turning of the crank and more holding of the camera than anything.

"The wind blew and we rocked; but the man rowed as hard as he could, the nose of the boat pointing toward shore. It was too much for us, however, and I realized that it would be but a few moments before our boat would be blown over. I released my camera from the tripod just as we were swamped by the waves that slashed against our boat. Over we went.

"Luckily the water was only 6 feet deep at this point near the shore where we had successfully rode, and although I was completely submerged—that is the water was 'over my head'—I managed to hold my camera at arm's length above my head and above the water. It seemed I was under the water for hours, but in reality it was much less than a minute.

"I couldn't hold my breath any longer, and just as I was about to make an attempt to come up and save the camera with the film—although it was obviously a futile effort—I felt the camera taken from my hand and up I came to fill my lungs with fresh air. They tell me the rowboat was smashed against the wharf and broken to splinters. I had been relieved of my camera by a daring young friend who swung down from the wharf on a rope tied around his body.

"I went out on an assignment and this is what I got—a good picture, and a good drenching."

CAPITOL THEATRE, NEW YORK, CONTRACTS ENTIRE SERIES "WILDERNESS TALES"

IT is a compliment indeed to Bruce's new series of "Wilderness Tales" that the Capitol Theatre, the world's largest motion picture theatre, will show them.

"And Women Must Weep" made such an impression on the audiences and elicited such favorable comment from the critics, that managing director Rothapfel of the Capitol, decided that he wanted the entire series.

The competition was keen and he had to bid high because the other Broadway managers were anxious to get the pictures for their own houses.

In addition to this contract, the Branford Theatre of Newark and the Strand Theatre of Yonkers bought the entire series at higher rentals than ever paid for this type of picture before.

It looks as if "Wilderness Tales" are a big bet. Thru Educational.

Neal Burns As Lover In "A Rambling Romeo"

All the world loves a lover, and one of the greatest of them all (on the motion picture screen, at least) is Neal Burns. He's at it again in a new Christie Comedy made for Educational, called "A Rambling Romeo." Helen Darling is the modern Juliet.

Neal's best pal is in love with the girl who lives in the apartment just below Helen's. But he hasn't the nerve to propose. When Neal undertakes to propose for him, the girl accepts him for himself instead of for his pal, and from then on his troubles come thick and fast.

JOE BRANDT ELECTED PRESIDENT OF THE FEDERATED FILM EX.

Mr. Joe Brandt was elected director of the Federated Film Exchanges; and immediately after his appointment suggested a policy that will include the purchase of probably some of the biggest features and best short subjects being produced today.

Among the directors are Joe Friedman, Celebrated Players Film Co. of Chicago; Sam Grand, Federated Film Exchange of Boston; Ben Amsterdam, Masterpiece Film Attractions of Philadelphia; Bobby North, Apollo Film Exchange of New York City; Harry Charnas, Standard Film Exchanges of Cleveland, Pittsburgh and Detroit, and Pete Oletsky, Federated Film Exchange of Baltimore.

L. J. Tally Celebrates 20th Anniversary Vitagraph's "Too Much Business"

In the celebration of the twentieth anniversary of Tally's theatre, Los Angeles, May 6-15, it is interesting to note that L. J. Tally brought the first motion picture film into Los Angeles. In celebration of the event, he selected as a feature for his anniversary program, "Too Much Business," the first feature comedy produced by Jess Robbins, and the first motion picture in which Edward Horton, local stock company matinee idol, makes his screen debut.

L. J. Tally arrived in Los Angeles after a trip across the continent with a black top tent, projection machine and a few reels of film. En tour, he gave motion picture shows in the small towns. Arriving in Los Angeles, he decided to open a theatre there, and later found it necessary to open a film exchange.

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JOCKEY RIDES FOR GOLDWYN ZANE GREY'S "WHEN ROMANCE RIDES"

Tod Sloan, the famous little jockey whose riding attracted the attention of half the crowned heads of Europe, has lost his first big race! And, as if to add insult to injury, fate chose a woman as the agent through which to administer defeat to the greatest rider of them all.

The eventful race is a feature of Benjamin B. Hampton's big production of "When Romance Rides," from Zane Grey's novel, "Wildfire," released by Goldwyn, thru Famous-Players Film Service. The sportsmanlike Sloan insists that though the race was run for picture purposes only, he actually was beaten.

"I have delighted in this opportunity to do picture work, party because it brings me back into close association with fine horses, and party because it provides some of the old fascination and excitement that went with my track experience. This race, for instance, was far more dangerous than any of the hard-fought races that involved big money during the days when racing was one of the greatest of American sports."

Alphonse Gorman Assoc. First National Comes "Smilin' Through"

Alphonse Gorman, much better known as "Jim," the genial and popular manager of the Montreal branch of Associated First National Pictures Corporation, has put through a big picture at the Allen, starring Norma Talmadge, and entitled "Smilin' Through." It is a bird and has been playing to big business. Jim says the picture is typical of the atmosphere in his office which despite the gloom and pessimism pervading some corners of the Albee Building, where the most of the film exchanges in Montreal are parked, is always sunshiny and setting a good example to the rest. Nothing ever bothers Jim who appears to be "Smilin' Through" and getting through as much work as two other men.

"Peacock Alley" Receives Much Praise St. John, N.B.

Seldom has a picture been shown in St. John which received so many favorable comments as those accorded to "Peacock Alley," featuring Mae Murray. The beautiful costumes, wonderful acting and the artistic nature of the entire feature brought forth many expressions of commendation from large audiences at the Queen Square Theatre where the picture ran for four days. The lovely colored sub-titles were an especial feature of beauty. The story is exciting and interesting, ending with a good moral which sends everybody away happy. "It is a pity more pictures like this could not be seen on our screens," so say the people of St. John.

STENOGRAPHER — Desires position with moving picture exchange in Toronto. Martha Wiley, 12 Emerson Ave., Toronto.

March 22nd, 1922.

Mr. J. W. O'Mahoney,
Educational Film Exchanges, Inc.,
370 Seventh Avenue,
New York City.

Dear Mr. O'Mahoney:—

It afforded me extreme pleasure in putting on your special scenic to Charles Kingsley's poem, "The Three Fishers," entitled "And Women Must Weep," at the opening of Loew's New State Theatre, Boston, Mass., on March 13th, and I want to assure you that both film and my simple little musical interpretation were very highly appreciated by the audience.

I used the following music score, which is not only very effective, but so simple, that anyone can put it over successfully. First, I used the "William Tell" Overture with lights up. I then followed with the "Nautical Fantasia" published by Carl Fisher, screening the picture at the end of the first strain of the "Nautical Fantasia" and continued to play this Fantasia until the three wives were returning home from seeing their fisherman husbands off at the beach. We then segued into the storm scene of "William Tell," played it once through and continued right into the 3-8 movement of "William Tell," known as the oboe solo; played that once through and finished the picture with "Rocked in the Cradle of the Deep."

It is a hundred to one shot that "And Women Must Weep" will go over big, if handled in this manner.

Yours very sincererly,

ERNST LUZ,
General Musical Director,
Loew's, Inc.

A Picture, A Song, A Story In "My Wild Irish Rose"

Vitagraph has again done the unusual in an attractive adaptation of both a song and a story—each one a classic — to the screen. "My Wild Irish Rose" which has just been completed, combines the sweetness of Chauncey Olcott's song, and Dion Boucicault's famous stage success, "The Shaughraun."

Irish romance, music, wit, a rich Irish brogue, replete with folk lore, and a wealth of scenic beauty are blended into this unusual story.

Director David Smith, in the opinion of those who have seen the picture, has filmed another big picture in "My Wild Irish Rose"—one that will live on with "Black Beauty" and "The Little Minister."

"My Wild Irish Rose" is slated for release June first.

"My Old Kentucky Home," and "Sisters" Are Booked For Paramount Theatres

J. P. O'Loghlin, president and general manager of the Standard Films Corporation which is now engaged in distributing the products of the Canadian Releasing Corporation in which Mr. O'Loghlin is considerably interested, reports to the DIGEST that two of his big features, "Sisters" and "My Old Kentucky Home," by arrangement with N. L. Nathanson, have been sold over the entire Paramount circuit throughout Canada and will be shown shortly from coast to coast. J. P. is getting after business and leaving "hard times" to the calamity howlers. As a result he reports fine business and first class prospects ahead.

George Nicholas Gets Business Universal's "Leather Pushers"

Independent Amusement Company, Limited, which operates a chain of nine family theatres in Montreal, reports through its president, George Nicholas, that it has been doing particularly good business with the "Leather Pushers" and has every appearance of making an outstanding success. Mr. Nicholas is particularly pleased with results on "Leather Pushers" and claims that if he could get others in the same class he would have little or no trouble with his theatres.

Rodolph Valentino is planning to take his bride, Natcha Rambova, on a motor tour of Europe, during which they will visit his family in Italy whom he has not seen in several years.

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THE NEW YORK TIMES, Feb. 20, 1922

From the point of view of cinematography, the most distinctive number of the long and varied program at the Capitol this week, and, for those who go to a motion picture theatre to see motion pictures, the most enjoyable number, too, is the first of Robert C. Bruce's new "Wilderness Tales," entitled "And Women Must Weep." Mr. Bruce, as screen followers know, used to make scenics, pictures, that is, in which impressive natural settings were beautifully photographed. They were excellent works and gave genuine pleasure to a certain number of people who were glad to step from a city street into a world of mountains, forests, seas and streams by simply going through a theatre door, but they lacked any real narrative or dramatic continuity and so remained "just scenery," or caviar, to the general public. And even those who truly enjoyed them as scenics often missed in them the vitality which, it was felt, the action of a story or episode could give them without impairing their sterling scenic quality. This feeling, apparently, was appreciated by the scenic makers, for they began some time ago to introduce definite ideas and continuity into their films, and now, in his turn, Mr. Bruce comes with these "Wilderness Tales," the first of which is "And Women Must Weep."

It is an emphatic success. There is scenery in the picture, magnificent inspiring views of the sea and the seaside, and also a tense dramatic episode which, it would seem, must break through the most artificial human crust and touch responsive heartchords. It is the simple story of three fishermen's wives and their husbands who do not come back. It is especially the story of the youngest wife, who searches the beach in vain for the body of her man, all the time hoping, you may be sure, that she will not find it, so that she may cling to her hope that he will come back alive. But when the other two women, who found the bodies of their men, have at least the solace of taking flowers to their graves, the young wife has to stand at the cemetery gate watching them forlornly, without even the comfort of a headstone and a mound on which to kneel.

It is a sincere, true little tragedy, effectively photographed, staged with convincing simplicity and humanly acted, especially by the unnamed young woman who plays the part of the desolate wife.

HAVE YOU SENT IN YOUR SUBSCRIPTION TO THE DIGEST?

"Smilin' Through" Scores At Allen Winnipeg

"Smilin' Through" proved a remarkable fine attraction at the Allen theatre, Winnipeg, the week of May 1, and was voted the best picture Norma Talmadge has ever appeared in. The musical score which accompanied the picture was well handled by the Allen Symphony Orchestra, under the direction of Chas. Manning. This theatre announces a new scale of prices: matinees, children 15 and adults 25 cents; evening, children 25 and adults 35 cents.

J. B. Schenck Preparing To Make Film Natural Colors

Joseph B. Schenck, producer of the Talmadge pictures, is preparing to make a feature film in natural colors at the United studios. It will be the first done in this country. One such film was made in England, "The Glorious Adventure," starring Lady Diana Manners.

J. A. Wilson, manager for Fox Films in western Canada, left Winnipeg May 8 for New York to attend the annual convention of Fox managers.

AT LIBERTY. — Moving Picture Operator, fifteen years' experience, can run any kind of machine. Would like to locate in any good town. Address, L. R. Telford, 94 Fern Ave., Toronto, Ont.

FOR SALE. — Theatre business in Western Ontario town, seating capacity 250, good sized town and excellent farming community to draw from. Fully equipped and at present in profitable operation. Very low rent and good lease. Equipment includes machine, piano, chairs, fans, chopper, etc. Price asked is very little more than cost of equipment. Excellent reason for wanting to sell. Enquire about this snap at once. Can show good weekly profit. J. H. Coleman, 57 Appleton Ave., Toronto, Ont.

FOR SALE.—One 10' x 13'4" Gold Fibre Screen, nearly new, very slightly damaged. First reasonable offer takes it. One new Bell & Howell Inductor Compensator, 110 volt, 60 cycle. Regular price, $135. Sale price, $100. Guaranteed. One Powers 6A Projector, hand or motor driven, completely overhauled and in condition like new. This machine must be sold at once and the first reasonable cash offer takes it. J. H. Coleman, 57 Appleton Ave., Toronto, Ont.

"Frivolous Wives" Goes Big Strand Montreal

S. H. Decker, manager for Stephenson Attractions, Montreal branch, reports that his Rodolph Valentino picture "Frivolous Wives" went big at the Strand while "School Days" which has been running all this week at Loew's has had a phenomenal success. Manager Jack Elms of Loew's, has been exploiting this picture and has flooded the city with half sheet carbons and slates while a peculiarly effective scheme has been the offering of three $20 Wesley Barry radio sets to the three most freckled children who won out in the competition instituted by him. An invitation entertainment to children was given of "School Days" on Saturday morning at Loew's and the theatre was crowded to the doors. This gave the piece a wonderful send-off.

Saskatchewan Exhibitors Will Not Have Separate Censorship Board

Saskatchewan motion picture exhibitors who commenced an agitation a few weeks ago for the creation of a film censor board in their province, and had approved of the steps taken by the Regina Board of Trade to have a distinct censorship for Saswatchewan instead of carrying on as at present by having the films passed by the Saskatchewan censor, C. Robson, who sits in with the Manitoba board, have changed their minds, as after consultation with exhibitors they have come to the conclusion censorship within Saskatchewan would be more expensive and the extra cost would fall on the exhibitors. The sum saved is considerable.

Manitoba Exhibitors Assoc. Move To Bar Carnivals

At the first May meeting of the Manitoba Exhibitors Association, a report was read that the city of Winnipeg and all the municipalities touching on the borders of the city, together with the Retail Merchants Association of Winnipeg, had agreed with the picture exhibitors that travelling carnivals should be barred from the city and district as being detrimental to the best interests of the community.

Fred W. Crosbie Books Biggest Productions

Fred W. Crosbie, owner of Mac's theatre, Winnipeg, has booked some of the biggest pictures of the year for showing this summer.

READ DIGEST REVIEWS

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THINKS CAMERA CLASSICS HIGHLY CREDITABLE TO PIONEER CANADIAN COMPANY

"TO me, it is most significant that a pioneer motion picture company in Canada should be making one-reel pictures," stated Betty Blythe, the noted screen star, during a visit to the Filmcraft studios, which she included in her program while in Toronto. "Your policy of production typifies the national spirit of your country as it has struck me during my first trip to Canada. Your enterprises take root in good ground, and grow naturally, expanding in a healthy, normal way. You avoid the mushroom species. You commence modestly with something that you know you can handle and give full value.

"Such a policy is the same as a small gold mine in the motion picture industry," continued Miss Blythe, "especially in Canada, where the industry is just taking root, as concerns production. By commencing with the production of first-class one-reel subjects instead of five or seven-reel mediocre pictures, you are displaying fine spirit and foresight and establishing an enviable reputation for your firm.

"I cannot but feel, too, that Canada's entry into the producing field will have a good effect on the industry in the United States and abroad. Competition is the finest thing in the world. We have a mighty respect for things Canadian across the line. Filmcraft has proven that the combination of beauty and novelty can render a one-reel subject far more appealing than the slapstick variety of so-called humor. This determination to raise the standard of the short feature is undoubtedly what has enabled Filmcraft to market the short subject feature so successfully.

"I have been simply entranced with your beautiful city, with its handsome streets, its wealth of scenic beauty, its superbly-built homes—homes that look as if they are lived in—and the happy countenances and friendly, courteous manner of your citizens.

"Then again, the lovely stretches of country are so easy of access. Fifteen minutes in a good car and you are running through a wonderful panorama of woodland, hill, dale and prosperous farm country. It is little wonder to me that you have specialized on one-reel features incorporating scenics and children's comedies."

So greatly was Miss Blythe captivated by a number of shots of Niagara Falls that were shown to her along with several special subjects made of Northern Ontario that she prevailed upon Mr. Blaine Irish to motor a party to the Falls en route to New York, where she will commence work on a new picture on June 1.

H. M. Thomas Will Visit Paramount Canadian Houses

H. M. Thomas, general manager of Capitol theatres in Canada, who has been at the Capitol, Montreal, for some weeks, will pay a visit to the Western Canada houses towards the end of May.

Armstrong and Black Take Over Rialto, Winnipeg

W. M. Wire, manager of the Rex theatre, one of the Allens' chain in Winnipeg, has been appointed manager of the Rialto, the owners, Armstrong and Black, taking it over from W. P. Nichols.

Someone Tries To Burn Grand Opera House, Kingston

An apparent attempt was made to burn the Grand Opera House, a moving picture theatre at Kingston, Ontario, a few nights ago. The destruction of the structure was undoubtedly averted by the prompt action of the Grand's treasurer, Thomas Stanford, who, in closing up the day's business about 11:30 p.m., smelled smoke. He found that a fire had been started in the rear of the theatre and, securing a fire extinguisher, put out the blaze. Upon investigation it was found that someone had ignited oil-soaked papers in one of the rear exit doors.

H. L. Nathanson Leaves Winnipeg For Pacific Coast

H. L. Nathanson, western Canadian manager for Regina, left Winnipeg May 7, on a trip to the Pacific coast, completing business necessary at the branch offices previous to his removal to Toronto, where he will have charge of all Pathe products for Canada, Harry Kaufman taking charge of all the Regal films. Norman Smith will continue in Winnipeg taking charge of the Pathe business in the office of the Regal company there, the local manager being "Ted" Gould.

New Ottawa Directors

At the annual meeting of Loew's Ottawa Theatre, Limited, of Ottawa, Ontario, held May 9, two Ottawa men were elected to the board of directors to replace two Montreal directors. T. P. Birchall of Montreal was re-elected president of the company and T. C. Bate, a prominent Ottawa man, was elected vice-president. The new Ottawa directors are T. C. Bate and E. McMahon, prominent contractors. Other directors include S. W. Stevenson and Howard Murray. E. Hillrich continues as secretary of the company. The Ottawa company was able to present a good annual report in spite of business depression generally.

Williamson Looking For More Theatres In Winnipeg

M. J. Williamson, former owner of the National theatre, Winnipeg, who has been looking after his Arlington theatre, is said to be in the market for other houses in Winnipeg.

READ THE DIGEST REVIEWS — PAGE 10.

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Digest Reviews "The Original Vamp," "Footfalls," "Theodora"

"THE ORIGINAL VAMP" is from Tony Sarg's Almanac and an Educational release. It is so cleverly handled, in fact, the entire series is so well done and so full of original, creative ideas, brimful of surprises and humor that one wonders where so many brilliant ideas come from. The Original Vamp is Delilah, who has her many suitors and arranges to meet them all, on the same night but on different sides of a huge rock. Samson comes upon the scene and interests Delilah because of his prodigious strength. The other suitors discover that in his long hair lies his power to throw them about as feathers upon the wind and they shear from Samson his Samsonian locks, with the usual result, Vamp gives her affections to another. However. Samson discovers the liquid which makes hair grow upon bald spots and securing this through fair means or foul, sprinkles his dome with same and once more grows hairy, whereupon the suitors, in attendance upon The Original Vamp are tossed quickly to the mercies of the breeze. Leading up to Samson's meeting with the vamp the introduction of the antideluvian monsters introduces some scenes which are good for about a dozen chuckles a minute. The Tony Sarg's should be an addition to every programme.

"FOOTFALLS, a Fox special, deserves the position it has been placed in. Exhibitors who are interested in giving their audiences a picture which is very much out of the ordinary, brimful of realism, and those elements which are so true to life will find what they want in "Footfalls." No bit of business or scene is exaggerated, all "hold the mirror up to nature." If your audience enjoys society dramas which require no thinking, "Footfalls" will not please them, for here is a picture that will make you think and keep you thinking about it long after you have seen it. There is a great fight, sympathy, the hardships of poverty, with glimpses of smiles through the tears, coupled with excellent photography, able directorship and a supporting cast of honest-to-goodness artists. Tyrone Powers has just the kind of a role suited to his titanic personality and artistic conception, the role of the blind cobbler. "Footfalls" should make money for every exhibitor who is alive. It would be very negligible to forget to mention the very fine work of Estelle Taylor in the leading feminine role.

"THEODORA," the Goldwyn Italian spectacular feature released through Famous-Players Film Service is a big picture. The scenes are truly marvelous from an architectural standpoint; and we in America can learn a great deal from Europeans on the construction of sets which look as if they were habitable. The handling of the masses of people was especially commendable. The acting could be improved upon, but then we in America have our standard of what we consider good screen acting; and with but rare exceptions the American pictures are much better acted than the European. However, aside from this, "Theodora" is probably the most interesting of Sardou's characters, as she is one of the most fascinating characters in history. I would have liked to have seen a little more sensuousness in the love scenes, but perhaps the censors took care that this should not be so, for the love scenes are chaste enough for a Sunday school representation. "Theodora" will attract people who do not generally go to moving pictures and even with moderate exploitation should get exhibitors money. Those who are familiar with the story of "Theodora" need not fear the creation of any unpleasant publicity because of its showing, it is as pure as the censor's vision of purity. If the censors could have a few lessons on continuity — they might realize when they cut a picture that the public who come to see it do not come to play checkers; and are therefore not prepared to keep jumping.

Manitoba Censor Board Condemn "Frivolous Wives"

The Manitoba Censor Board condemned "Frivolous Wives" which had been extensively advertised for the Garrick theatre, Winnipeg, for the week of May 8.

SAY IT'S THE "GREATEST"

Those who have been privileged to see a private showing "Nero," one of the Fox special productions prepared for next season, declare that this picture, made in Rome, is the most tremendous screen offering ever exhibited.

R. Kershaw Leaves For England; Will Visit All British Studios

R. Kershaw, president of the Manitoba Exhibitors Association, left for England May 8, and was given a rousing send-off at a luncheon by members before leaving. He will visit all the British studios with the object of informing himself for the benefit of Western Exhibitors, as to the best British pictures suitable for Western Canada screening purposes.

VALMORE BUREAU, FRANCAIS, OTTAWA, PLAYS TO 12,000 PEOPLE UNIVERSAL SERIAL IN ONE WEEK

MANAGER Valmore Bureau of the Francais Theatre, Ottawa, Ontario, recently tried the experiment of presenting a whole serial in one week's time at this house, offering six chapters at a time with changes of programme every two days. The serial, which was a Universal release, "The Secret Four," was literally the whole show. Mr. Bureau reports that the stunt worked out so well that he is arranging a similar plan with another serial for early presentation. Mr. Bureau declared that 12,000 people paid admission to the Francais during the serial week. Incidentally, he recently reduced the scale of prices at this house, the reduction being five cents and the amount of the tax, the latter now being included in the new prices.

Bureau says that the serial week idea proved to be such a success that he wants to stage the stunt at regular intervals, the only difficulty being the booking of a complete serial for presentation within a week's time.

Three Exchanges Winnipeg Unite Their Forces

Three of the smaller exchanges in Winnipeg, those operated by W. P. Nichols, Louis Goodman, and George A. Graham, have come to a working arrangement and will unite their forces with headquarters in Winnipeg. Mr. Nichols has been handling the Canadian Exhibitors office and Mr. Graham, the Anglo Canadian Film Pictures.

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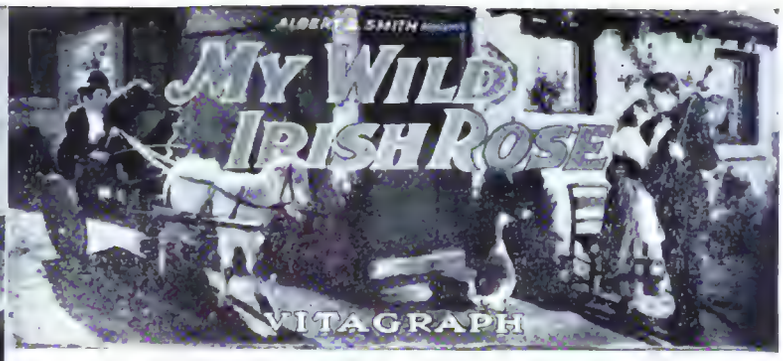
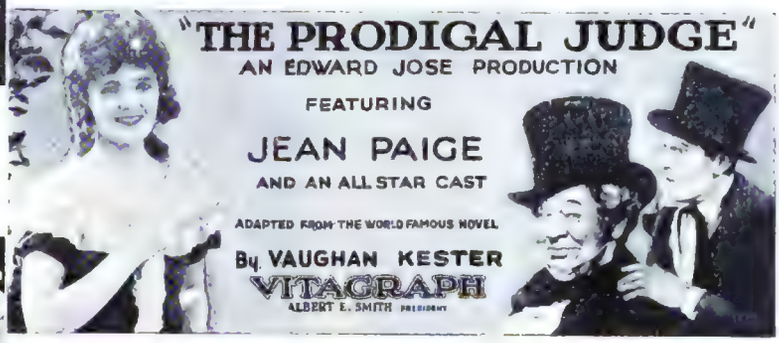
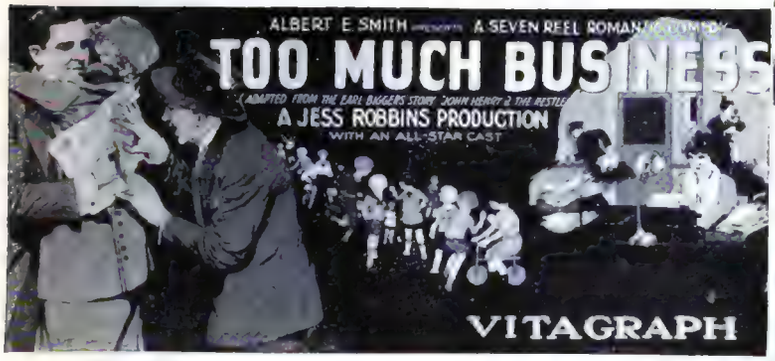
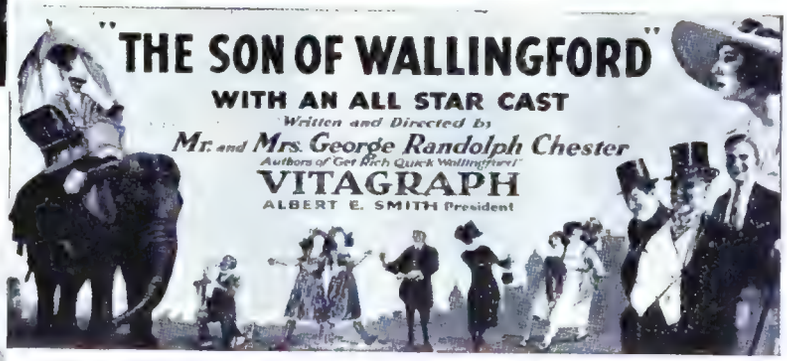
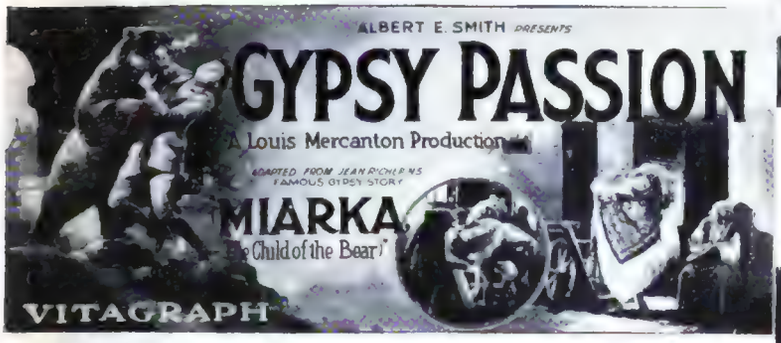
ATTRACTIVE 24 SHEETS








"THE SON OF WALLINGFORD"
WITH AN ALL STAR CAST
Written and Directed by
Mr. and Mrs. George Randolph Chester
Authors of "Get Rich Quick Wallingford"
VITAGRAPH
ALBERT E. SMITH President



"VERY TRULY YOURS"

"Life's Darn Funny"

but you still need

Sunshine Comedies

Keep your Eyes open for

"THE WISE DUCK"

SHIRLEY MASON
DIRECTION WILLIAM FOX

Fox Film Corporation
LIMITED

Toronto Montreal St. John
Winnipeg Calgary Vancouver

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May 27th. 1922.

CANADIAN MOVING PICTURE DIGEST

Do You Know That

90%

of the theatres which kept open last summer
SHOWED

Paramount Pictures

Don't be one of this summer's 10%. Let's get together and talk it over. Get in touch with your local Paramount Manager who has a profitable proposition to offer.

Famous-Lasky Film Service Ltd.

Toronto Montreal St. John Winnipeg Calgary Vancouver

MAY 27th, 1922.
TORONTO, CANADA

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HOW TO GROW THIN

EDUCATIONAL NOVELTY

One Thousand Feet of Humor and Instruction
Every Three Feet a Yard of Exploitation

"And Women Must Weep"

EDUCATIONAL SPECIAL

First Series of Bruce

"Wilderness Tales"

which has achieved the singular distinction of being
"The Featured Attraction" at the most representative
First-Run Theatres

CANADIAN EDUCATIONAL FILMS LTD.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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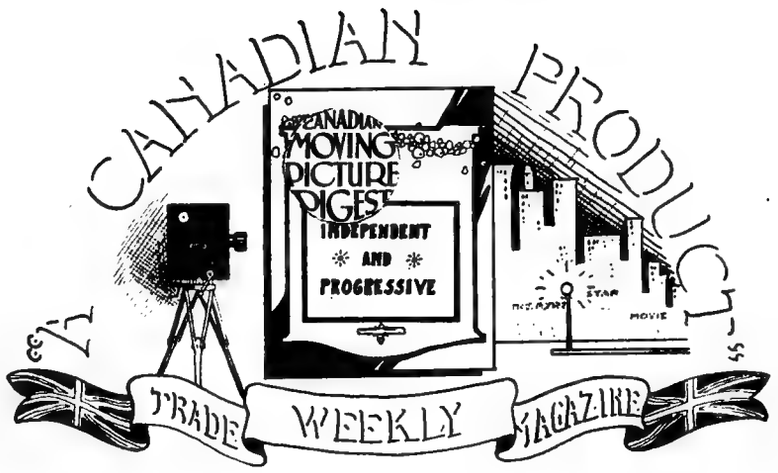

The CANADIAN MOVING PICTURE DIGEST

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The U. S. Reports on Canada

AN American Trade paper publishes a report which is headed as follows, "American Films Rule In Canada, Government Reports Show. Type of Photoplays Popular in United States Also Are Favorites in Dominion." The article goes on to say that the two reports of surveys of the film industry in Canada have been filed with the National Association of the Motion Picture Industry, one by George W. Shotts, American Consul at Sault Ste. Marie, Ont., and the other by G. Bruce Andrews, Clerk at the American Consulate, Montreal, having been issued by the Bureau of Foreign and Domestic Commerce, Washington, D.C., covering the provinces of Ontario and Quebec. The report is credited with showing that American pictures are supreme in Canada and that the public fancy in Canada is similar to American likes.

We publish the report as it appeared in the American Trade paper without the headings.

"In the district of Ontario practically all pictures are furnished through agents in Toronto, the report states. There are five theatre in Toronto, the largest of which is the Algoma, seating 1,200. The others are the Orpheum, Griffin, Princess and the Duchess. In Sudbury there are three houses, the Regent, Grand and Princess.

Prevailing price of admission for evening performances is 35 cents. The Canadian import duty on film of all kinds is 3 cents per lineal foot, plus a sales tax of 4 per cent. The duty on advertising matter is 15 cents per pound, plus the tax.

* * *

There are no motion picture trade papers or other film journals published in the Ontario district, although motion picture magazines are sold and circulated.

There seems to be an increasing desire throughout Canada, says the report to get more Canadian film views on the market, and movements are being organized for that purpose.

In Montreal the same likes and dislikes prevail. At the larger theatres spectacular productions and society plays are the more popular, the report states, while at the smaller houses, serials and Westerns are being played.

There are 60 theatres in Montreal and 10 within the consular district. The largest are Loew's seating 3,062, the Allen, seating 2,800, the Capitol with a capacity of 2,700 and the St. Denis which seats 2,300. Prices of admission vary greatly the maximum being 50 cents, except for boxes.

* * *

The population of the district is about 1,483,830. All the more important American trade journals are sold and there is one French-Canadian publication called Le Film.

Lately several of the larger theatres have been showing feature films with the titles in both English and French which appears to be popular.

There is a market in the district for second run pictures which have been exhibited at larger theatres provided the prints are in good condition as the duty on films of this nature is the same as on new ones.

News weeklies are shown at practically every theatre, coming from American companies."

When we take into consideration that there are about one hundred Moving Picture theatres in Toronto, and about three hundred in the province of Ontario, it amuses us to have the Algoma selected as the largest picture house. The Orpheum, Griffin, Princess and Duchess as the other theatres. We can imagine how peeved the Allen Theatres and Paramount theatres, not counting Loew's, Pantages, Shea's Hippodrome, where pictures are played, must be. Another statement which annoyed the DIGEST somewhat was the one relating to the non-publication of Motion Picture Trade papers in the Ontario district. To treat a seven-year old publication to such annihilation, not only makes us feel like calling the report unreliable but demonstrates more positively than ever, that "It pays to Advertize." Another item of the report of advertising value states that "All the important American Trade Journals are sold." The statement in reference to Montreal and the consular district is as enlightening as the rest of the report. Not very long ago we published an American Consul report on St. John, we passed this without comment. In fairness however, to the Canadian Moving Picture Industry and the American producing Units who have offices throughout the Dominion, in fairness to those Picture Interests, who are contemplating Canadian Representation, we are going to publish a list of the Theatres in Canada where pictures are being shown. Owing to the length of this list it will be necessary to divide up the various provinces. We will also publish a list of Exchanges, their addresses and those producing units who are actively engaged in making pictures in Canada and we will forward these lists to the Bureau of Foreign and Domestic Commerce, Washington, D.C. If they are going to talk about us and report us—let it be correct information. Watch for the first publication of the list of theatres which will appear in the next issue of the DIGEST, June 3rd.

—RAY LEWIS

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HOW TO EXPLOIT EDUCATIONAL'S NOVELTY, "HOW TO GROW THIN"

"HOW TO GROW THIN" offers some of the best exploitation possibilities of any recent releases.

In every town in the country this picture will attract the women especially. Women have a horror of getting stout. A good exhibitor stunt would be to have a self-weighing scales in the lobby and advertise that you will give a free admission to every person weighing over 225 pounds. Then get a fat man and if possible a fat woman weighing upwards of 225 pounds and have them casually come up to the lobby at various times during your performance, step on the scales, get a free admission, and in turn induce others to try the scales.

Many people will take advantage of your scales just to see what they weigh. In your advertising, you can state frankly that this is the greatest screen visualization of the greatest destroyer of maidenly beauty, "Fat"; that the picture will show every man and woman how Mrs. Ima Gobbler took off forty-two pounds in five months.

You can get every bakery in your town that puts out a good loaf of whole-wheat bread to link up to your efforts and advertise to its people and also your audience the fact that the greatest fat producer is white flour, and urge the people to eat homespun whole-wheat bread and learn how to grow thin.

Another lobby stunt is to secure one of those distorting mirrors that make a slim person look fat and a fat person fatter, place it alongside your self-weighing scales, then hang out a sign reading, "Just Look At Yourself — Then Come Inside and Learn How To Grow Thin." You will fill your lobby with a laughing crowd that will poke good-natured fun at one another and cause more talk about your show than anything you have done in recent years.

"How To Grow Thin" is one of the most humorous and at the same time one of the most instructive motion pictures of recent date. It has been done into a fast moving one-reel novelty, devoid of "footage" and waste titles, and hokum. It is a pleasing novelty that will cash in at the box-office of every exhibitor who books it.

MAYBE THEY ARE FACTS--MAYBE THEY ARE NOT ABOUT ALLENS

THE Allens assigned about May 17th, it is said, for the benefit of creditors. G. T. Clarkson, Toronto, authorized trustee. Judgments against Messrs. Jule & J. J. Allen by Knauth, MacLeod and Kuhne, for $47,510, State Bank and Trust Company judgment against Allen Theatres Ltd. for $2,538. Creditors meeting called at Montreal by Allen Montreal Theatres Ltd. Meeting of creditors held May 29th. Committee of creditors appointed to investigate and consider offers submitted for the purchase of Allen Theatres and to consider and advise on the extension requested by the Allens. An offer it is alleged was made by the managing-director of the Canadian Corporation of Famous Players which consisted of an offer to purchase all Allen theatre interests in Canada for two-fifths of the value of theatre stock. Other rumors state that a sum of about seventy thousand dollars ($70,000) was offered, in cash, notes covering about two-hundred and fifty thousand ($250,000) to be paid during an interval of about eighteen months and the balance which covered the amount of the Allen liabilities to be paid during a period of five years. Liabilities submitted totalled $687,293 but a later statement made these liabilities $1,100,000. Assets were said to be $951,618. Nominal equities, in pledged securities of $307,949 of which Canadian Bank of Commerce holds equity of $172,419, comprise part of the assets. Common stock in subsidiary companies to the extent of about $250,000. Two hundred thousand shares in Allens' Cleveland Theatre Co. and 69,000 shares of common stock Allens' Toronto Interests. Liabilities in Toronto include, Robert Simpson Company, $62,000, G. T. Clarkson, $20,000, Dominion Bridge Company, $11,157, H. Rotenberg, $11,079, Yolles & Rotenberg, $13,538. June 15th is the date set for another general creditors' meeting when the committee appointed will report. There are so many rumors in reference to what is going on that it is well to discredit about eighty per cent. of them.

Marjorie Daw In Lead Hodkinson's "Fifty Candles"

In selecting his cast for his production of "Fifty Candles," Irvin V. Willat seems to have spared no time or expense in securing able and popular talent to represent the characters which become enmeshed in the tentacles of this gripping mystery story.

The leading role is enacted by Miss Marjorie Daw, a favorite with picture patrons for many seasons. Bert Grassby as Hung Chin Chung gives one of the best Chinese characterizations seen in recent pictures. George Webb, as the satanic ship's surgeon and Eddie Burns as the hero are both familiar to screen audiences. Milton Ross, Gordon Mullen, Wm. Carroll, Wade Boteller, Aggie Herring and Ruth King, all artists of the first magnitude, complete the cast.

Phil Goldstone To Produce "Deserted At the Alter"

Another of the old time successful melodramas will be filmed for the state rights market by the well-known independent producer Phil Goldstone this makes three producing units for this successful young producer who is also producing the series of Richard Talmadge and Franklyn Farnum features.

"Deserted at the Altar" toured the country as a road attraction for many years under the management of the well known showmen Percy Williams and Pierce Kingsley and was one of the biggest money makers in the show business.

An all star cast and a well known director have started on the production of this boxoffice title which many predict will be one of the big pictures of the year.

"Sisters" Plays Imperial Followed By Three Other Canadian Releasing Films

J. P. O'Loghlin, president and general manager of Standard Films, with head office in Montreal, has just returned from a trip to Chicago, coming back by way of Toronto. The first release of "Sisters" the big superspecial of the Canadian Releasing Corporation which is being handled by J. P., was witnessed by him at its screening in the biggest picture palace in the world, the Chicago State theatre. It is now running at the Imperial theatre in Montreal and will be followed by three others all to run at the Imperial.

Read The Digest Reviews Back Cover

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HODKINSON TO RELEASE BIG FEATURES WITH BIG TITLES

"THE LIGHT IN THE CLEARING" has an all-star cast and it contains plenty of action, interest and entertainment. It has good exploitation possibilities. "THE LIGHT IN THE CLEARING" will play all the key cities in Canada around the first of June.

Next in order will be Myrtle Reed's second story for Hodkinson release "AT THE SIGN OF THE JACK O'LANTERN." This is a thrilling story by one of the best known novelists of the day.

The cast includes such well-known players as Earl Schenck, Betty Ross Clark, Wade Botler and Victor Potel.

Next in order will be "FRENCH HEELS" marking Irene Castle's return to the screen after an absence of some time.

Miss Castle wears some beautiful gowns and gives a demonstration of the dance which made "the Castles" famous. The phenomenal success of this picture in the States leads us to believe that it is destined to clean up with Canadian exhibitors. Negotiations are now pending for an entire circuit to run this picture in Canada.

The next will be "OTHER WOMAN'S CLOTHES" from the story "THE LUXURY TAX" by Ethel Donoher. This is a very good title to bring 'em in and will appeal to the heart of every woman. The cast includes Mabel Ballin, Crauford Kent and Raymond Bloomer, all of whom are well known to the moving picture public.

"FREE AIR" which ran in the *Saturday Evening Post* and was written by Sinclair Lewis, author of "Main Street," is another Hodkinson release. The title offers big possibilities for exploitation and the story is said to be one of the fastest moving of its kind ever produced.

Hodkinson will shortly release Irvin V. Willat's picture "FIFTY CANDLES" which ran serially in the *Saturday Evening Post* and which was written by Earl Derr Biggers the author of "The Seven Keys To Baldpate."

The cast includes the beautiful Marjorie Daw who has endeared herself to the moving picture patrons by the enactment of the many roles which she has had in big pictures, lately released. Bertram Grasby appears opposite Miss Daw and does not need much of an introduction. Not only is he an old-timer of stage reputation but he made his debut in moving pictures several years ago and has a part which particularly suits him in "Fifty Candles."

The story itself is very fine, abounding in mystery, interest and should prove a sure-fire box office attraction not only for its natural advertising and exploitation possibilities, but because of the fact that the story is familiar to countless numbers through the *Saturday Evening Post*. The director, Irvin V. Willat, knows how to make a mystery story and it is confidently expected that "FIFTY CANDLES" will prove a winner on the Hodkinson Program.

"THE LIGHT IN THE CLEARING" from the story by Irving Bacheller, whose books are widely read and who enjoys the reputation of writing real honest-to-goodness stories of every day life is another Hodkinson release. T. Hayes Hunter is the producer and it will be remembered that he was the man who conceived the production "EARTHBOUND" which proved such a tremendous success.

The majority of the scenes are laid in and around Yellow Stone National Park and the picture has some of the most beautiful shots ever seen. The trade papers were unanimous in their approval of this picture and the success of its pre-release showings has far exceeded expectations.

The paper and advertising accessories on this picture call for no little praise for the advertising department which has certainly taken great pains to put this in such a shape that it will draw them into the boxoffice.

Famous-Lasky Film Service Hold Convention in Toronto

Famous-Lasky Film Service are holding a convention of salesmen and branch managers in Toronto—where the sales policy for the new year will be mapped out in detail.

New British Picture Shows Garrick, Winnipeg

The new British picture, "The Amazing Quest of Mr. Bliss," had its first showing in Canada at the Garrick, Winnipeg, the week of May 15, and was given a hearty endorsement of all the press and a large patronage. It is from the Hopkins studios.

Three Two-Reel Educational Comedies Endorsed by Board

Three two-reel comedies released by Educational were picked by the Board of Photoplay Endorsers of Indiana in a group of pictures selected from all the subjects reviewed by it this year as particularly recommended. These pictures are "No Parking" and "A Barnyard Cavalier," Christie Comedies, and "Torchy's Frame-Up," a Torchy Comedy featuring Johnny Hines. Neal Burns is featured in "No Parking," with Helen Darling and the popular baby and dog team, Jane Hart and "Laddie." "A Barnyard Cavalier" features Bobby Vernon, with Viora Daniel.

Order-in-Council Regulates Pictures In Federal Parks

The Canadian Government has passed an Order-in-Council which provides for the regulating of Federal Parks in the Dominion with regard to moving picture theatres. The enactment provides a license fee of $10 per year for moving picture houses in the National parks. An annual fee of $1 per year is also required for each cinematograph projection machine used in any of the parks. Projection machine operators are required to pay an annual fee of $1. The new law is not intended to produce revenue for the Government, but merely to bind the control of places of amusement. Incidentally, the Federal Government's fees for theatres and operators are far lower than those imposed by Provinces and cities on theatres and operators within their control.

Music Publishers To Tie Up With "My Wild Irish Rose"

M. Whitmark & Sons, music publishers, are preparing an elaborate exploitation tie-up with the new Vitagraph special "My Wild Irish Rose." Plans at this time include a special souvenir edition of the song, "My Wild Irish Rose." Handsome window displays, with special decorative material, and a concerted effort on the part of the entire organization.

The letter to Witmark branch offices says:

"We are rushing through a special souvenir edition of 'My Wild Irish Rose' as well as a flash streamer. You know what we have done so far with 'Smilin' Through' and it is only getting started. No reason why we should not be able to accomplish the same thing with 'My Wild Irish Rose'

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Is This the Screen' Demand

By RAY LEWIS

ART GALLERIES and Art Museums were conceived and erected for the benefit of the masses. Not that they might admire the excellent and flawless draughtmanship of master-paintings, the blending and richness of color, but that they might by this contact become impregnated with the ideal which inspired the artist

In Europe they have had Art Galleries for many years; and Europe has given birth to the great Masters of Art. Europe is old enough to be slow enough to give birth to big ideas and people. These Art Galleries are the treasure-houses for the safe-keeping and preservation of treasures which "moth and rust" could corrupt.

In the old country the masses are in the habit of visiting the Art Galleries, it is a holiday with them; and so familiar are they with the various paintings that it is not unusual to find what one might term a most ordinary individual discussing in a most extraordinary manner the various paintings, their artists, and the schools these paintings represent, even though unsigned by the artist. Reproductions and engravings of world-famous masterpieces are found in very simple European homes also. The old country appears to breathe in and breathe out art. On the American continent we appear to breathe in and breathe out dollars. The casual observer of life might remark that painting, sculpture, literature, in fact all the arts, are appreciated only by the cultured classes, that one must belong to the "species of high-brow" to contact the thrill that art in its perfected form inspires. The acceptance of the apparently uncultured masses of the Masterpieces of Art disproves the theory that there is anything which is truly good, too good for the masses.

Moving Pictures belong to the masses, first, last and all the time. Again The Master-Projector projected a force for that Centre wherein Life's Interest, the very Life of Life, lies. Moving Pictures were born for the inspiration, entertainment and elevation, the spiral ascent of the masses. Those who have attempted to make Moving Pictures exclusive, by appealing to the classes, first by making admission prices a luxury, and the production of pictures on a camouflaged plan, have been baffled in endeavoring to discover the reason of their defeat. This class of picture stands in the same relation, to the genuine article, as the school of futuristic abortions, called paintings, stand in relationship to the Old Masters. The classes are not interested in Moving Pictures, but casually. It is not the scheme of life that they shall be. The masses are vitally interested; and if the enthusiasm of the masses appears to be dampened it is because the camouflaged article has been offered to them, pictures without a heart or soul interest, spectacular nothings, futuristic monstrosities as boring and unentertaining as is the gilded cage to a bird who has had the freedom of the skies. The introduction of the reproduction of masterpieces in the Triart series is the birth of a lusty, virile, pulsating idea. It is the artistic expression which the screen has been endeavoring to conceive, the link which belongs to the ultra and which has been so falsely expressed in fantastic and bizarre costumes, titanic sets, mobs, lavishness of furnishing without the poise and elegance of refinement

How often have we gazed upon a painting and wondered what the artist was striving to express, finally accepting the general interpretation. Take for example the Mona Lisa, which is to be one of the Triart pictures. Some have said of the Mona Lisa, "What a cruel smile she has, the sneer of a vampire." Others have found her eyes sly, malicious. Still others, gazing upon that broad expanse of brow, have found the face of a Madonna. The cruel smile has been interpreted as the tolerant smile of one who has suffered and learned much from Life. With the screen interpretation we shall perhaps solve the mystery of this Sphynx of Portraiture, this riddle-woman, for judging by the first

production of the Triart Series, "The Beggar Maid," we can look forward to much detail and intimate facts, unknown to the general or even the interested lover of paintings

On the American continent our Art Galleries are still in the growing, notwithstanding that there has been and is much buying up of the art treasures of the old world, but the old world is becoming jealous of its works of art and restricting their sale. The masses have been unable, through lack of opportunity, to become familiarized with the paintings of the masters. The Triart series will be in a position to become as an Art Gallery to the masses and perhaps do the work more potently than the Art Gallery itself. Consider the added educational value of seeing these paintings in their very studios, in t the breathing canvas. Personal appearances roborate this statemen idols of the masses, are ing of lips" with such n ever repeated and thei art Series will depict pieces of Art, of the models. The masses w ber most vividly a pa material.

The masses have b a sermon, the classes exempted, but give th

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Answer to the
for Better Pictures?

ating, the living subjects, asses love life, intimacy. ving Picture Stars cor- rsonal anecdotes, of the l with a veritable "smack- iat these sayings are for- immortalized. The Tri- mate stories of Master- the artist, his sitters and by be enabled to remem- abounding in such rich

wn to go to sleep during s indulgence are also not same sermon dressed up in a language which is alive, entertaining, which is human, and they will be "preached at" for hours and stay awake. The Triart Series is educational, but does not partake of the weakness of a sermon. If it had only its educational quality to depend on, it would have to be relegated to educational fields only, however, Mr. W. W. Hodkinson who has sponsored the Triart Series and is releasing them under his Trademark, has seen that these pictures shall have a field of expression which shall not be limited.

"The Beggar Maid" is based upon the story of Tennyson's poem, the love of King Cophetua for a beggar maid, the charm of her grace and beauty being such that King Cophetua swears an oath that she alone shall be his queen. The poem was an inspiration to Sir Burne-Jones, who was one of the most brilliant stars in the Pre-Raphaelite group of English painters. The picture opens with the artist reading a book of verse. He is visited by his friend, an Earl, who shows him the photo of a beautiful girl, the daughter of one of the tenants on his estate. The artist realizes the love the Earl has for this beggar maid; and the Iron Hand of Tradition and Convention which may part these lovers, lovers by the law of love, the law of natural selection. What a theme for a painting. What an opportunity to perform a great good. The Earl is persuaded by the artist to pose as King Cophetua and the maiden of the picture for The Beggar Maid of Tennyson's poem. The scenes which lead up to the completion of the painting, are masterfully portrayed. Mary Astor, who plays "The Beggar Maid" is said to be but sixteen. She is ideally suited for the part, in the matchless grace of her beauty, her youth and the delicacy of her artistic interpretation. Herbert Blache and Lejaren A. Hiller, the latter well-known in art circles in New York are responsible for the direction and are to be congratulated upon their successful artistic result. Apart from the artistry of the scenes in the artist's studio, where the sitters take the position of the subjects in the painting, the outdoor scenes are such visions of loveliness, that a picture of this kind must have the virtue of imparting peace to the beholder, rest to the weary and a certain tranquility to the most jaded or worried spectator. The acting of the invalid-brother of "The Beggar Maid" and his type is very fine, as is also the characterization of the country yokel, who befriends both sister and brother. The heart interest of the story becomes keen when the brother objects to the attentions of the Earl to his sister, judging with a worldly judgement that the Earl's quest of love cannot but be sinister in its purpose. This brings on an acute attack of illness; and cautioned by the boy's physician of the danger of a recurrance of such an attack, the sister yields to her brother's pleading and renounces the Earl. But the artist who conceived this painting that Romance might live, that Romance might be consummated, fulfilled, that Romance should impregnate and conceive Romance in the beholders of "The Beggar Maid," wins the brother over to his vision by inviting him to his studio and revealing the finished masterpiece; the love of its subjects for each other, the prophecy contained in Tennyson's poem that "The Beggar Maid" shall be a queen.

We welcome the Triart Series to the screen. The distinguished Advisory Board of Artists, critics and art patrons who are sponsoring the screen representation of these masterpieces are as follows:

Robert W. DeForest, president of the Metropolitan Museum of Art, New York.

Frank C. Jones, Treasurer of the National Academy of Design, Trustee of the Metropolitan Museum of Art.

Edwin H. Blashfield, president of the National Academy of Design.

Charles Dana Gibson, president of the Society of Illustrators, Editor of "Life."

Robert Aitken, president of the Sculptor's Society of America.

Louis C. Tiffany, Founder of the Louis Comfort Foundation.

Daniel Chester French, famous sculptor.

"The Beggar Maid" has been followed by "The Bashful Suitor," by Joseph Israels, the Dutch Master. "The Young Painter" by that master of portraiture, Rembrandt and "Mona Lisa" by Leonardo de Vinci, the Merlin of the Canvas. These in turn will be followed by other masterpieces making twelve in all. The presentation of the Triart Series is said to be the idea of a young, Southern girl, Miss Vera Royer. Verily again we find that "Out of mouth of babes," cometh Wisdom.

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PARAMOUNT RELEASE "THE BACHELOR DADDY" -- MEIGHAN

PARAMOUNT announces as its release for May 28, Thomas Meighan in "The Bachelor Daddy." This is a story by Edward Peple, author of "The Prince Chap," which Mr. Meighan starred in some time ago for Paramount. Olga Printzlau wrote the scenario and Alfred E. Green directed.

The picture is said to have a genuine heart interest theme—a man's love for five motherless children who have been entrusted to his care by a dying friend. He brings the children from Arizona to his home in New York City, to the disgust of his intended bride and to the delight of his private secretary. As the story develops, blind love is awakened with surprising results, it is said.

The five children, ranging in age from two and a half to nine, are among the most accomplished youngsters appearing on the stage. Their antics on the train bearing them to New York in care of their altogether inexperienced foster father keep audiences in gales of laughter. Little Charlotte Jackson, who was with Meighan in "The Prince Chap," is the oldest of the flock. Then come the DeBriac twins, Barbara Maier and tiny Bruce Guerin who, although he hasn't yet cut all his baby teeth, reveals a remarkable aptitude for acting before the camera.

Mr. Meighan's leading woman is Leatrice Joy, who was in "Ladies Must Live" and had one of the four principal roles in Cecil B. DeMille's "Saturday Night." Maude Wayne, former Mack Sennett comedienne, who had important roles in "Behold My Wife" and "Moran of the Lady Letty," has the part of the disagreeable fiancee, and Adele Farrington, Laurence Wheat, of stage fame, and J. F. McDonald handle the principal character roles. Fine photography and locations characterize the production.

Well-Known Actor In Fox Production "Without Fear"

A well-known actor in the cast with Pearl White in the William Fox production "Without Fear," is Charles Mackay. Mackay on the stage has been with William A. Brady, Mrs. Henry Harris, George Tyler, Charles Frohman and Klaw and Erlanger productions. No doubt many motion picture-goers will remember him in "The Velvet Paw," a Tourneur photoplay; "The Unpardonable Sin," "That Oakland Affair," "The Woman of Lies," "Me and Capt. Kidd," "The Poison Pen," and "The Steel King." Mackay was educated in New York University. He hails from Coytesville, New Jersey.

New Canadian Moving Picture Company, Capitalization of $100,000, "Talking Moving Pictures" Scheme

A new moving picture company has been organized in Canada having for its purpose, among others, the handling of "talking moving pictures." This fact is revealed in the announcement at Ottawa of the incorporation under a Federal charter of the Crescent Films, Limited, with headquarters at Montreal. The new company has a capitalization of $100,000. The company is also authorized to distribute films, lease theatres, etc. The directors have not been named.

Contract For New Film Building Goes To Carter, Halls & Aldinger

The contract for the new film exchange to be erected at the corner of Ellice avenue and Hargrave street, has been awarded to Carter, Halls and Aldinger, of Winnipeg, the figure being $170,000. This does not include several sub-contracts or the cost of the site and the total amount of the investment will be around $300,000. The site is close to nearly all the large theatres, one block from the Capitol, and only two blocks from the Lyceum, Garrick, Allen, Province, National, Rialto and Gaiety theatres. There are about 12 film exchanges in Winnipeg and all of these will ultimately find a home there. The first to occupy the new building will be the Famous-Lasky and the Regals.

Important Conference Allen Interests Held At Winnipeg, Man.

There was an important conference of Allen interests held in Winnipeg on May 16, with the shareholders of the Allen theatre building, represented by J. B. Anderson, of Edward Brown and Co.'s brokerage office. Ben Sternberg, treasurer of the Allen Enterprises, Toronto, was present, as well as Bernard Allen, the president; H. J. Allen, of Calgary, and Ben Bloom, the Winnipeg director. It was decided to carry on during the summer with a number of novelties.

Nearly 14 Weeks' Run For Educational Comedy

"Schoolday Love," an Educational-Campbell Comedy, has just closed a most notable run at Miller's Theatre, Los Angeles, where this two-reel children and animal comedy ran for thirteen weeks and five days in conjunction with "The Silent Call."

Few if any pictures have ever had as long a run in a regular motion picture house. "Schoolday Love" was shown during the entire run of the longer picture.

Doreen Turner and Coy Watson Jr. are featured in "Schoolday Love," with a dog, a monkey, a bear and a monkey. The comedy was supervised by William S. Campbell.

Vitagraph Publicity Dept. Merged Brooklyn Studio

Vitagraph has completed arrangements for the housing of its entire publicity organization in its great Brooklyn studios. The action is taken as a part of a general plan to more closely co-ordinate the production and distribution units.

The Brooklyn studios of Vitagraph occupy an entire city square in extent, and are the last word in modern equipment, embodying many features exclusive with this company.

The change will not affect Vitagraph Exchange, which occupies an entire floor at 1600 Broadway.

"The Black Bag" Finished Herbert Rawlinson Star

"The Black Bag" has been completed at Universal City.

It is one of Louis Joseph Vance's most famous mystery novels, produced as a Universal special attraction starring Herbert Rawlinson. Stuart Paton directed it.

Anglo-Canadian Corporation Releasing Many Successes

Glen Kerr, speaking for the Anglo-Canadian Pictures Corporation, is another exchange manager who has no kick coming on conditions in Montreal and province. He is releasing shortly "The Chinese Puzzle" at the System theatre and "The Girl Who Won" at the New Grand. "Burn 'Em Up Barnes" is a Torchy Hines Comedy which Glen claims is one of the best of its kind and it is being booked solid, after a very successful private screening at the Strand last week. Other Anglo-Canadians in sight are Jane Novak in "The Golden Trail" which will be followed by the picture, "Garryowen" fresh from triumphs in the Old Country.

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COLUMBIA PHONOGRAPH COMPANY COMPLETES PLANS TO GET BEHIND VITAGRAPH'S "MY WILD IRISH ROSE"

THE Columbia Phonograph Company, through its branch service division has completed plans for the energetic work it expects to do behind the forthcoming Vitagraph release, "My Wild Irish Rose." As previously announced, Witmark & Sons, the music publishers, are also planning extensive work along the same line.

The plans of both companies anticipate close co-operation of their branches with those of Vitagraph, attractive window dressings, special souvenir editions of the music and records. Columbia's offerings are very attractive. They include Chauncey Olcott in one record, and a beautiful quartette rendition of the old melody.

"My Wild Irish Rose" lends itself particularly well to a music tie-up. The picture was screened with the utmost care so that it breathes the sentiment of the title. There are scenes in which the haunting sweetness of the old song seem to fairly spring from the silver screen.

"My Wild Irish Rose" presents many possibilities for exhibitor exploitation at a minimum cost.

MEN OF BIG CALIBRE BACK OF SAULT STE. MARIE FILMS, LTD.

ERNEST SHIPMAN, the Canadian film producer, has taken the stand that unless the leading citizens of a community become identified with new Canadian producing units, he will not function in connection with it; as no business can be greater than the calibre of men back of it. In the States the industry fell into the hands of many undesirables and big interests who have lately stepped in, are now spending millions to clean house. In Canada the industry is in its infancy. It should be started right and kept clean. Mr. Shipman says, "I have the market and about one third of production cost to invest in each separate Canadian Producing unit that is organized on solid business lines, with the leading citizens of the community in control."

This policy has been thoroughly demonstrated at Sault Ste. Marie, Ontario, where the producing company is composed of Major P. B. Wilson, Vice President Spanish River Pulp & Paper Co.; W. C. Franz, Pres. Algoma Steel Corporation; Col. C. H. L. Jones, Gen. Mgr. Spanish River Pulp & Paper Co.; J. D. Jones, Gen. Mgr. Algoma Steel Corporation; George A. Montgomery, V. P. & Gen. Mgr. Algoma Central and Hudson Bay Railway; John A. Huseey, Mgr. Huseey-Ferrier Co.; James Lyons, Pres. Board of Trade; C. W. Goodwin, Crown attorney; and F. J. Buchanan, broker.

Alan Sullivan's inspired story "The Rapids," a story of the Sault is scheduled for the first production, and the adaptation by Faith Green, who adapted all the Ralph Connor stories for the screen, is already in the hands of the continuity writer.

William Colvin, general manager for Ernest Shipman will reach the Sault early in June to pick locations, local types, etc., and pave the way for the coming of the director and an especially picked company of professional players. About two months will be consumed in the making of this feature, which will make its initial bow to the world by simultaneous screen showings at New York City, Ottawa and the Sault.

"The Four Horsemen" Plays Loew's Ottawa At Popular Prices

"The Four Horsemen of the Apocalypse" has been booked for a repeat run of one week at the Loew Theatre, Ottawa, starting May 22. The feature is to be offered at regular prices with the usual programme of pictures and vaudeville.

Joe Smith, one of the star players of the Ottawa Football Club, has been taken on the strength of the Loew Theatre staff under the new manager, Capt. Frank Goodale, formerly of the United States Balloon Corps.

READ THE REVIEWS BACK COVER

Wallace Reid Paramount's "Across the Continent"

Wallace Reid in another Byron Morgan automobile story, "Across the Continent," is another Paramount release for June 4th.

Speed, pep, thrills and plenty of action constitute the new Wallace Reid picture, "Across the Continent." The star handles his role in the same breezy manner which made him so popular in his previous automobile pictures. The theme of the story is a transcontinental race, in which Reid drives the poor man's car, the well known flivver. Many exciting incidents occur and obstacles are met with before the little Dent car dashes to a victorious finish in Los Angeles, after racing across the continent.

Byron Morgan wrote both the original story and the scenario especially for Mr. Reid. Theodore Roberts and Mary MacLaren head the list of supporting players, which also includes Betty Francisco, Lucien Littlefield, Walter Long, Guy Oliver, Jack Herbert and Sidney D'Albrook.

Capt. Frank Goodale Introduces New Draw-Them-In Stunt in Loew's Ottawa

The popular pastime of Capt. Frank Goodale, manager of Loew's Ottawa Theatre, these days is picking names from the city directory. He is staging a stunt each week during the hot weather which consists in selecting one hundred names at random from the local directory and having these listed in the theatre's house organ. Those who spot their own names in the publication are entitled to a double pass for any performance during the current week. The keen-eyed persons do not even have to go to the theatre to obtain their passes as Capt. Goodale mails them when he has received notification by telephone that somebody has seen his or her name in the list.

Lent Betty His Car—Betty Grew Blither Than Ever

Miss Betty Blythe, the well-known screen star, who was a guest in Toronto recently, personally called at the Filmcraft Studios to thank Blaine Irish for his generosity in having placed his car at her disposal for the entire week of her stay.

"It is the only chariot for me," said the fair lady as she stepped into the stunning yellow roadster which Mr. Irish had just secured from the factory the day of the star's arrival in Toronto.

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"How To Grow Thin" Educational Special Released

"HOW TO GROW THIN" is a new type of one reel novelty now available at the various branches of Educational.

The picture is a one-reel novelty production, and contains within its thousand feet both humor and instruction. Its purpose is to give a simple lesson in hygiene, showing how easily one may avoid the unpleasantness and actual danger of superfluous flesh. But it gives its simple lesson in story form, with enough good fun to provide as many laughs as the average comedy.

The story is that of a couple slightly past the age of thirty-five, who have fallen into the so prevalent habit of settling themselves comfortably in an easy chair after a hearty meal, in which they have eaten unsparingly of the good things that weigh down the American table.

The "jolt" comes to the couple when they receive an invitation to a "swell affair," and find that they can no longer get into their evening dress. Then they are visited by a woman who was a bridesmaid at their wedding, and when they see her just as slender as she was the day of their wedding, they begin to do a little thinking.

Mrs. Ima Gobbler, the over-stout wife, is introduced to a health specialist by this visitor, and finds that the process he recommends is simplicity itself. It looks so easy and so possible that every woman who sees "How To Grow Thin" will try it on herself.

President Allen Enterprises Leaves For Hot Springs

Winnipeg. — Bernard Allen, president of the Allen Enterprises, who has been in Winnipeg for the past four months, left May 19 for Hot Springs, Arkansas, for a stay of several weeks.

Demonstration Motion Picture Advertising Before St. John Advertising Club

A demonstration of Motion Picture Advertising and its possibilities was given before the St. John Advertising Club at a recent meeting. Miss Alice Fairweather of the Canuck Film Company, gave a short talk on the subject of screen advertising using the motion pictures of the Canuck Film Company as examples. At the close of the address Mr. Roy Kerr of Standard Films, showed two reels of comedy. Hearty votes of thanks were given to the speaker and to Mr. Kerr.

"Beyond the Rocks" Paramount Production Held Over Second Week

"Beyond the Rocks," Paramount's latest release featuring Gloria Swanson with Rudolph Valentino was held over for two weeks at the Stanley Theatre Philadelphia. The story is by Elinor Glyn and the direction under Sam Wood.

W. P. Nichols Is Not Representing Canadian Exhibitors' Exchange

W. P. Nichols of Winnipeg has not been associated with the Canadian Exhibitors Exchange for the past eighteen months, according to a statement from the Canadian Exhibitors Head Office, Toronto. The combining of the three Exchanges in Winnipeg therefore has nothing whatever to do with the Canadian Exhibitors' Exchange. Mr. Nichols is releasing some of the pictures which the Canadian Exhibitors Exchange are handling in Eastern Canada, Nichols having purchased Western Rights some time ago.

Larry Semon's next comedy will be "Golf" it is announced from Vitagraph.

Corinne Griffith is enjoying a brief vacation after finishing her latest picture, "Divorce Coupons."

W. J. Maclaughlin Returns From Trip West Indies

W. J. Maclaughlin representing British and Canadian Pathe News has recently returned from a three months trip to the British West Indies. Here he took a large amount of propaganda films for the Royal Mail Steam Packet Company. These films are being put out all over the Canadian Circuit. Mr. Maclaughlin, who has been in Halifax since 1913 and is one of the best known photographers in Eastern Canada having had a studio in Halifax as well as operating a Moving Picture Camera, is taking a business trip to Boston and New York.

"A Blind Bargain," a new Goldwyn picture in which Lon Chaney plays two distinct roles, is based on "The Octave of Claudius," a magazine story by Barry Pain.

"The Great Train Robbery," Canadian Exhibitors, Old-Time Special, has been playing with much success many important engagements throughout Canada. The Imperial, Ottawa, will show this Special the week of June 11th.

"Foolish Wives" Opens Pantages, Toronto, Allen, Montreal, First Weeks in June — Universal

"Foolish Wives" will open at Pantages for two weeks the week of June 5th. It has also been booked for the Allen, Montreal, the week of June 11th, this for a two weeks' run. Miss Maude George makes a personal appearance at Pantages. Reports from St. John and Halifax where this Universal big picture has been playing are to the effect that the theatres enjoyed record business.

"The Bashful Suitor"

Gorgeously mounted, telling a sweet and simple love story and capably acted, this makes as wholesome and fascinating a short subject as an exhibitor could want. It is another of the series of two reel subjects inspired by famous paintings. Josef Israel's work, "The Bashful Suitor," hangs in the Metropolitan Museum of Art in New York. It is a Dutch pastoral scene. In the foreground are two figures — a fresh, pretty, Holland country girl, and beside her a half-hesitating, rustic swain. From this picture they have made a story; not a very dramatic story, nor a very original one, but one of sufficient interest. And so perfect are the detail, the settings, the acting, that an audience can feel themselves in that fertile land of simple-living lace-makers and dairymen. Such heart interest, such a tale of pure emotion, such a romance so enchantingly told, outweighs the punch of the melodrama, the wild action of the thriller.

For refreshment after a diet of melodrama, sex stories, and slapstick, try "The Bashful Suitor." We believe that an audience will welcome such a short subject; that it will win an exhibitor staunch friends among a class of people who are now unfriendly to the screen. For a simple love story, if it can be kept from the pathetic, and free from the gush the sentimentalist, is never old or never wearying.

The picture was directed by Herbert Blache and the art work was executed by Lejaren Hiller. Mary Brandon and Pierre Grendon play the leading parts. — *MATTHEW A. TAYLOR.*

JAMES W. DEAN, syndicating a story to about 400 newspapers, said in part:—

"I have just had a preview of Hamilton's latest, 'The Rainmaker.' This comedy is not the equal of 'The Kid,' but I believe it is better than some of Chaplin's earlier comedies and the equal of Lloyd's and Keaton's latest."

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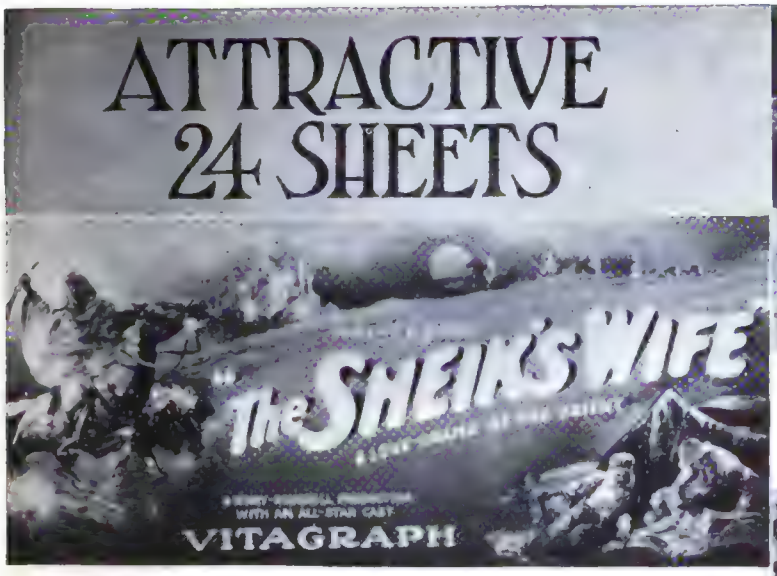
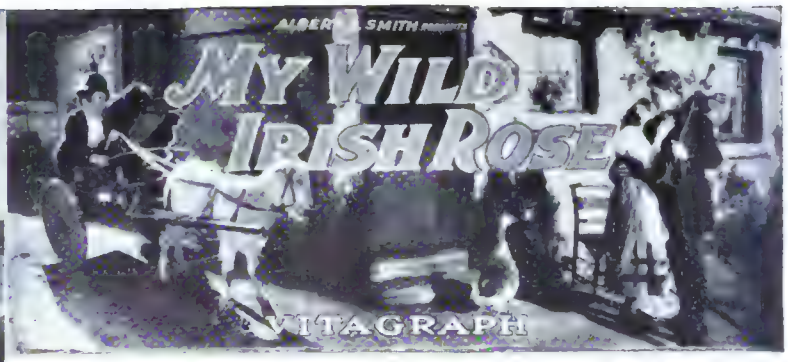
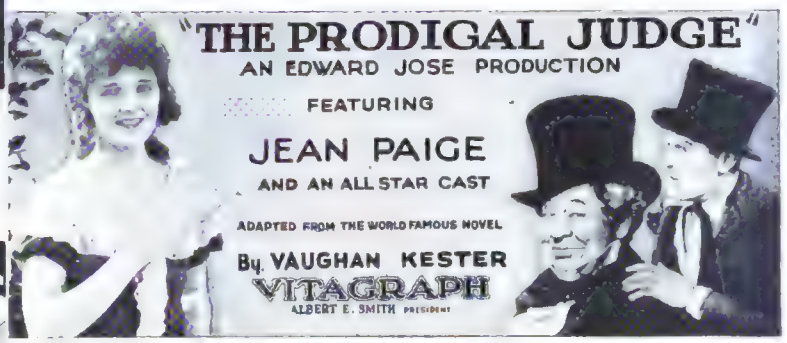
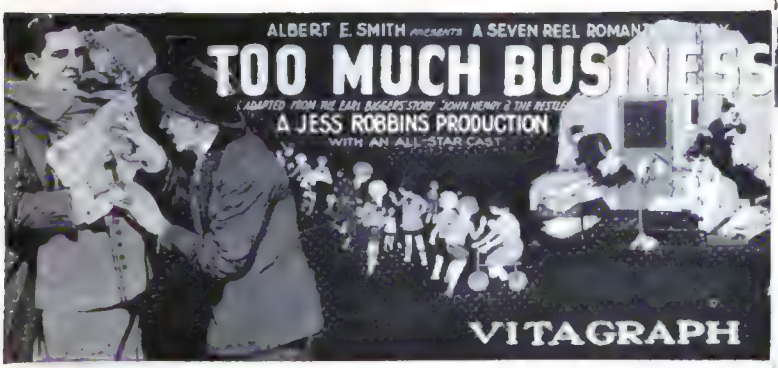
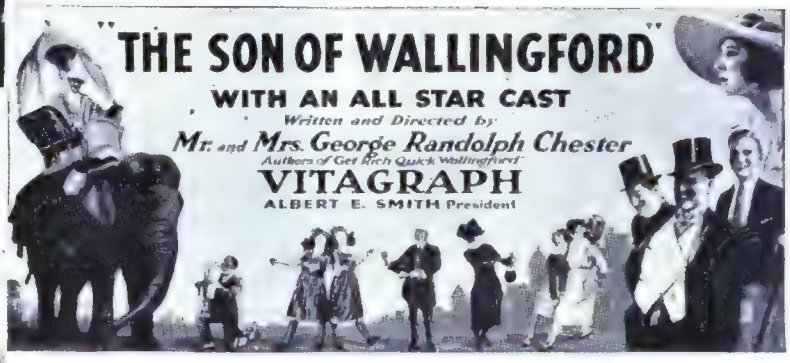
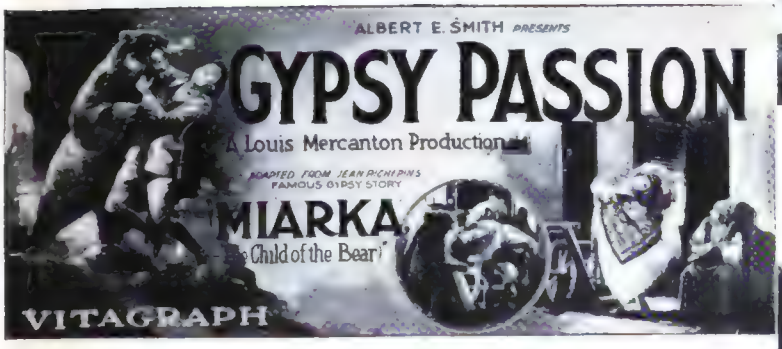







ALBERT E. SMITH presents A SEVEN REEL ROMANCE
TOO MUCH BUSINESS
A JESS ROBBINS PRODUCTION
WITH AN ALL-STAR CAST
VITAGRAPH


"THE SON OF WALLINGFORD"
WITH AN ALL STAR CAST
Written and Directed by
Mr. and Mrs. George Randolph Chester
Authors of Get Rich Quick Wallingford
VITAGRAPH
ALBERT E. SMITH President



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IT isn't often in Picture Business that an Exchange having a release big enough for a "lot of talking," remains modest, letting the picture get there on its merits. Universal have certainly been modest about their Chapter-Play "Robinson Crusoe" in consideration of the fact that it is about the best serial on the market, both for originality, quality of production, and money-making title.

I saw the second episode at one of the Allen theatres. In fact I went to this theatre purposely to see Robinson Crusoe, second episode, for the first showed such promise, I wanted to see for myself if the second held up. The second episode starts with Crusoe on board the pirate ship, there is a great fight, as thrilling and romantic as the Fairbanks sword-play in "Three Musketeers," and Crusoe gets away. The vessel however comes to grief upon a reef during a terrific storm. In the words of a small chap who sat beside me, "Some Storm." Crusoe with the aid of a raft lands upon the famous island, salvages enough to build himself a hut and sets up housekeeping with the aid of his parrot and a dog.

The incident of the discovery of the goat, the making of Crusoe's fur outfit, and innumerable incidents take us back to the book which so far has been faithfully adhered to. The second chapter ends with the finding of the footprints on the sand, just as a tribe of cannibals from a neighboring island has landed for an attack. Robinson Crusoe should do as much for Harry Myers as the Queen of Sheba has done for Betty Blythe. It's a great part with the public all keen and in love with Crusoe. A picture for young boys, girls, old men and women. One of the best bets on the market. Exhibitors exploit it to the limit, for the limit should be your aim in counting results.

Exhibitors

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Watch for published list of
Theatres in Canada
Coming Issue

Read the Reviews
They are written for your benefit

Digest Reviews By Ray Lewis
"Robinson Crusoe" "My Boy"

THOSE who have seen Jackie Coogan in "The Kid" will recognize the same remarkable acting in "My Boy." If I were placing both pictures on a percentage basis as to heart interest and big entertainment, I would give "The Kid" 100 per cent. and "My Boy" in comparison a rating of 80 per cent. that is how good I think it is. When you stop to consider that "The Kid" had Charlie Chaplin plus Jackie Coogan to get its 100 per cent. standing, "My Boy" with wee Jackie Coogan, standing alone, looks pretty strong. There is something so unaffected and natural about Jackie's acting that one gazes at the boy in wonderment and the wonder grows in trying to figure out how the boy does it. The word genius has been overdone so many times in relationship to people who are only clever, very clever, or talented that one hesitates to make use of the term, but in connection with Jackie Coogan, the word can be used with all justification.

"My Boy" gives Jackie Coogan plenty of opportunity to be just "a kid," a kid with a great big heart and a mind which has learned to think while the milk is still fresh upon his baby lips. The boy loses his mother while crossing on a liner for America, which makes him an orphan. He is to be deported, but fortunately for him an old sea captain comes along looking for a job and noticing the little chap all alone brings him to where a group of children are playing and he joins in their merrymaking. The officials of Ellis Island pass the boy out with the parents of the brood, who discovering the stranger, leave him on the street while they board a car. The boy discovers his new-found acquantance, the skipper, whom he proceeds to follow. The old sea-captain has scarcely enough to take care of himself and shows no inclination to adopt any kid. The boy is very persistent and follows the skipper to his home, gets taken in, taken care of, and makes himself so useful and loveable that the skipper decides to let the boy remain. Meanwhile Ellis Island officials are looking for the boy. He is found in the home of the skipper and from there taken to the home of his grandmother, who has instituted a search for him. There are many fine pieces of business, which bring tears and smiles and Jackie Coogan registers every time. The skipper does a fine piece of acting and the small cast give Jackie excellent support. Jackie Coogan in "My Boy" will please any audience and will make money for any exhibitor that plays it. It isn't an elaborate production, just another one of those simple, little stories which registers big, without all the frills which have been put into some big pictures and which neither make a picture good nor get the exhibitor any money.

"The Rainmaker"

"THE RAINMAKER," with Lloyd Hamilton is the funniest Educational comedy I have seen. Although I saw it at the Regent several weeks ago, I still think about it with pleasure. From the time Lloyd prepares to leave the village of his birth, at the opening of the comedy, to its finish, the scene on the train, with Lloyd curling up in bed and trying to keep covered, the audience are continually laughing.

The real Rainmaker is left at a station lunch counter and Lloyd impersonates the old professor, to satisfy the Professor's pretty daughter, and not disappoint the "dry town" which has turned out a la parade to greet and welcome the Maker of Rain. Lloyd gets his wireless, which he sends to the Weather-Man, mixed and as a result a snow-storm follows. The townspeople arrayed in bathing suits, mackintoshes, awaiting the deluge, are turned into icicles, especially is this true of the oldest resident, who sits confidently in his bath-tub, out of doors, expecting a rain-bath.

When the snow-storm has wrapped the whole town as in a winding sheet, the old fellow looks up at Lloyd and says, "You're a helluva rainmaker." Lloyd agrees with him and makes a speedy departure. But the train is snow-bound and before she ploughs her way through, Lloyd has had enough experience with snow to make him leave the Weather-Man manage his own affairs. Every scene is a laugh, a succession of laughs and Lloyd does it all so solemnly, serenely, and with such laughing success, that other screen comedians will find in him a very formidable competitor for the place of the people's jester. For a laughing festival Exhibitors don't overlook "The Rainmaker."

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27 Jarvis St. - Toronto, Canada
Vol. 14, No. 5
June 3rd, 1922.

CANADIAN MOVING PICTURE DIGEST

"Foolish Wives"

Broke all House Records on Opening Day, Pantages, Toronto

Pantages, Toronto, two weeks, June 5
Pantages, Hamilton, June 11
Allen, Montreal, two weeks, June 11

Your nearest Universal Exchange

Canadian Universal Film Service Ltd.

JUNE 3rd, 1922.
TORONTO, CANADA

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Giving People A Show For Their Money

In times of thoughtful spending, you demand your money's worth from motion pictures. In your community your theatre owners realize this.

Progressive exhibitors prefer to increase the variety of your entertainment rather than risk disappointing you.

Short Subjects are half of your motion picture enjoyment.

THE best patronized theatres select short subjects as carefully as they do their feature picture.

The most crowded theatre entrances are those in which the following Educational attractions are advertised:

CHRISTIE COMEDIES
TORCHY COMEDIES
MERMAID COMEDIES
CAMPBELL COMEDIES
SHORT-REEL FEATURES
By Selig-Rork
WILDERNESS TALES
By Robert C. Bruce
SCENICS BEAUTIFUL
By Robert C. Bruce
SKETCHOGRAFS-CARTOONS
By Julian Ollendorff
KINOGRAMS-NEWS WEEKLY
"HOW TO GROW THIN"
"TONY SARG'S ALMANAC"
"CAMERA CLASSICS"

Theatres which insure you a WHOLE evening's entertainment can be identified by this sign on posters and lobby cards

When you see it—Go in—
It's the sign of a well-balanced program!

Keeping Faith With Exhibitors

Educational believes that its obligation to exhibitors *begins* when its products are booked, and does not *cease* at that point, as many imagine.

After having sold you a fine product at a fair rental commensurate with sustained high quality, Educational *then* starts to make that product more acceptable to your patrons; more easy for you to re-sell through your box-office window.

That's why, through our national advertising, we are constantly telling

24 MILLIONS OF PEOPLE

that Educational's products are worthy of public confidence, and that all exhibitors who present these products are conscientious exhibitors who are earnestly striving to give the greatest possible value for the box-office admission; that these progressive showmen are giving a *whole* evening's entertainment.

Educational believes it owes this exhibitor help to its exhibitor customers and Educational is KEEPING FAITH WITH ITS CUSTOMERS!

THIS AD

appeared in

THE SATURDAY EVENING POST

MAY 13th—and will appear in

THE LADIES' HOME JOURNAL—July Number

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Canadian Educational Films Limited Toronto Montreal St. John

"Like a human catapult Carpentier sprang at Lewis and with a hard right to the jaw dropped the Aldgate man."

Carpentier-Lewis Fight

One Reel of Victory

Lewis, agile and wary stoops low to avoid a fierce, right swing.
Lewis slips "inside" a left swing and lands a shrewd blow over the heart.
Carpentier ducks to make Lewis miss with his left.
"The referee was trying to separate the contestants and was succeeding when Lewis dropped his guard in moving away from a clinch."

A Clean Swift Right To The Jaw
Lewis tries to rise, but fails.

A Box-Office Knockout for Exhibitors with Sporting Blood

Tell them you're showing the Carpentier-Lewis Fight at your Theatre.
No further exploitation necessary

FAMOUS-PLAYERS FILM SERVICE LTD.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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DIGEST THEATRE LIST IN THE PROVINCE OF NOVA SCOTIA

LOCATION *and* NAME	SEATING CAPACITY
Amherst, Empress	925
Amherst, Gem	350
Annapolis, Kings	300
Antigonish, Celtic Hall	475
Berwick, Victoria	200
Bear River, Green Lantern	200
Bridgewater, Orpheum	376
Bridgewater, Empire	400
Bridgetown, Primrose	350
Canso, Ideal	500
Canning, Gem	150
Chester, Empire Hall	200
Clarke's Harbor, Oddfellows Hall	250
Dartmouth, Princess	300
Dartmouth, Royal	375
Dartmouth, Classic	275
Dartmouth, Capitol	250
Dartmouth, Acker's	200
Digby, Bijou Dream	300
Dominion, Royal	350
Dominion, Public Hall	
Glace Bay, Russell	450
Glace Bay, Savoy	525
Halifax, Family	675
Halifax, Orpheus	1050
Halifax, Casino	1200
Halifax, Strand	800
Halifax, Community	700
Halifax, Imperial	575
Halifax, King Edward	650
Halifax, Empire	650
Halifax, Majestic	1050
Hantsport, Empire	586
Inverness, Wonderland	250
Joggins Mines, Wonderland	350
Kentville, Strand	550
Kingston, Kingston	150
Liverpool, Opera House	475
Lockeport, LaTour	200
Lunenburg, Oddfellows Hall	500
Lunenburg, Alexandra Hall	400
Louisburg, Louisburg	
Lawrencetown, Gem	300
Mahone Bay, Star	250
Middleton, Princess	200
Mulgrave, Olymphia	225
New Germany, Casino	
New Glasgow, Roseland	950
New Glasgow, Academy of Music	775
New Waterford, Bijou	500
New Waterford, Strand	800
North Sydney, Strand	700
Oxford, Fairyland	200
Pictou, Opera House	500
Port Hawkesbury, Wonderland	200
Parrsboro, Opera House	200
River Hebert, Masonic Hall	225
Riverport, Orpheum	200
Shelburne, Magnet	225
Springhill, Grand Opera House	550
Stellarton, Jubilee	725
Stewiacke, Union Hall	200
Shubenecadie, Opera House	200
Sydney Mines, Strand	725
Sydney, Strand	800
Petite Reviere, Classic	150
Musquodobit Hbr., Crescent	100
Sydney, Palace	675
Sydney, Lyceum	800
Sydney, Khattars	550
Trenton, Trenton	450
Truro, Strand	650
Truro, Princess	650
Wedgeport, L'Evangeline	275
Westport, I.O.O.F. Hall	250
Westville, Crescent	450
Weymouth, Green Lantern	225
Wolfville, Opera House	500
Windsor, Imperial	700
Windsor, Opera House	500
Yarmouth, Peoples	550

DIGEST THEATRE LIST IN THE PROVINCE OF NEW BRUNSWICK

NAME	LOCATION
John F. Blair	McAdam, York Co.
Star	Edmundston, Mada. Co.
Cassino	Edmundston, Mada. Co.
Gem	Shediac, N.B.
F. G. Spencer	Woodstock, Carleton Co.
Opera House	Fredericton, York Co.
Unique	St. John, N.B.
T. J. O'Rourke	St. John, N.B.
T. J. O'Rourke	Fairville, St. John
F. G. Spencer, Campbellton, Rest. Co.	
F. G. Spencer	Dalhousie, Rest. Co.
Imperial	St. John, N.B.
Thurrott Bros., & Miller	Minto, Sunbury Co.
J. F. McDougall, Richibucto, Kent Co.	
Amusu	Marysville, York Co.
Specialty	Andover, Victoria Co.
E. H. Cady	Minto, Sunbury Co.
C. F. Givan	Sussex, N.B., Box 95
Lutz & Daley	Sussex, N.B.
Star	St. John, N.B.
H. W. Chase	St. Andrews, N.B.
Steeves Bros.	Hillsboro, Albert Co.
Empress	St. John, N.B.
Imperial	Moncton, N.B.
E. J. O'Neill	St. George, Charlotte Co.
Queen Square	St. John, N.B.
Bijou	St. Stephen, Charlotte Co.
E. R. Davis	St. Andrews, Charlotte Co.
Gaiety	Fredericton, York Co.
Grand Opera	Moncton, N.B.
Empress	Moncton, N.B.
McAdam	McAdam, York Co.
Neighborhood, Hartland, Carleton Co.	

New Brunswick Theatres

(CONTINUED)

Opera House, Newcastle, North. Co.
Hollie G. Post, Plaster Rock, Vic. Co.
Opera House ..... St. John, N.B.
Frauley & McHugh ..... St. George, Charlotte Co.
Imperial ..... Sackville, N.B.
P. A. Keith....Havelock, King's Co.
W. R. MacLaren ..... Grand Falls, Victoria Co.
Imperial ..... Sussex, King's Co.
Sherwood Opera ..... Hartland, Carleton Co.

"Co."—Stands for "County."

NOTE.—*Where name of theatre is unobtainable Lessee's name is given.*

LIST OF THEATRES IN CANADA PUBLISHED IN EACH ISSUE OF THE CANADIAN MOVING PICTURE DIGEST.

THOSE WHO NEVER GIVE AWAY ANYTHING NEVER HAVE ANYTHING TO GIVE —RAY LEWIS

EXHIBITORS WHOSE SUBSCRIPTIONS ARE NOW DUE PLEASE RENEW.

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Toronto, Canada.

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EXHIBITORS ENTHUSIASTIC OVER THE FREE EXPLOITATION SERVICE ESTABLISHED BY WILLIAM FOX

AT the beginning of the year William Fox appointed G. de Grandcourt as Director of Publicity for the Fox Film Corporation in Canada, with instructions to build up a coast to coast exploitation service to all exhibitors playing Fox pictures.

The results of de Grandcourt's work have justified to the full the advisability of forming such an exploitation department within the Fox organization. Not only has this special publicity service materially aided box-office receipts and stimulated business in general, but it has added considerable prestige to the name of Fox by reason of the practical demonstration to the exhibitor of a genuine and successful effort to give him every possible assistance in selling Fox productions to the public, and in livening up public interest in both his theatre and his quality of program, throughout many trying periods of the depression which has been general this season.

Up to the present the activities of the Fox Exploitation Dept., have been largely limited to Ontario, and in order to satisfy the many requests of Ontario exhibitors de Grandcourt has devoted a considerable amount of time in personally visiting a large number of towns within the province. The subsequent return of enthusiastically appreciative letters which have come into the Fox office as a result of his work in these centres augurs well for his reception when he takes a trip throughout the West, which he is contemplating doing in the near future, with the object of getting into personal touch with Western exhibitors and laying before them plans for exploitation campaigns on the program of 1922-23 Fox specials, which include such splendid "built for publicity" productions as "Nero," "A Fool There Was," "Monte Cristo," "The Shepherd King," "Silver Wings," and "A Little Child Shall Lead Them"; also "The Town That Forgot God" and "If Winter Comes."

Among de Grandcourt's most successful exploitation campaigns may be cited those in connection with "Over the Hill," "Queen of Sheba," "A Connecticut Yankee in King Arthur's Court" and "A Virgin Paradise," not forgetting his spectacular methods in Montreal, when he commanded the attention of the Montreal public to the playing of "A Connecticut Yankee" at the Allen Theatre, by a striking display of window tie-ups, elaborate bally-hoos and forceful advertising, resulting in a stampeded box-office. His specially devised "mutual-advertising" cards resulting in wholesale co-operation between the stores and the theatre, stunt "radio" announcements, picture title guessing competitions, effective feature newspaper supplements, lobby displays and specially arranged musical programs, are only a few of the methods which have established the Fox Exploitation Department on a firm foundation, and gained the whole-hearted confidence and appreciation of exhibitors—more especially when they have discovered the fact that this invaluable service is absolutely free to them whenever they book Fox productions.

G. De Grandcourt Director of Publicity For Fox.

Laval Photoplays Disposes $100,000 Shares of Its Stock

L. E. Ouimet, formerly president and general manager of Specialty Film Import, now merged with Regal Films Corporation, has wired Jos. Thibault in Montreal that he is very busy making arrangements to start production of Laval Photoplays pictures in Los Angeles and these will be well on to their completion by the middle of August. Mr. Ouimet in combination with Paul Caseneuve, the well-known Montreal impressario, is just now working on a scenario.

In this connection it is of interest to state that Jos. Thibault is in charge of an office at the Albee Building, Montreal, where he is kept moving all day in handling the business of the Laval Sales Company, the parent concern which is promoting the Laval Photoplays Co., Ltd. The first of the shares totaling $100,000 have practically all been taken up, it is stated.

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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CANADIAN PRODUCTS
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 5 TORONTO, CANADA JUNE 3rd, 1922

They Buy Them to Bury Them

THERE has been so much talk about economy, conservation in Moving Pictures that being an impulsive business, the fallacy of some economy has not been considered, before the economy has been introduced. Exchanges have sold their Trademark to other Exchanges, or allowed another Trademark to handle its product in order to economize on overhead expenses. It is a good idea, providing the Exchange has no producing affiliations. Otherwise it is but natural to expect that the product which the Exchange is financially interested in producing will receive the first consideration. It has been known that the sales on a Trademark, after one week's absorption by another Trademark, have decreased fifty per cent.

Some Exchanges have been known to handle a dozen different Trademarks. Now the question must arise, does this dozen get a fair chance at representation? Can they? In Canada they evidently do not, for Trademarks have disappeared with lightning-like rapidity. Perhaps they do get some bookings, in the far-away towns, but important bookings very few. A Trademark released under these circumstances will perhaps be surprised to find, that after being handled in Canada by a certain Exchange for a number of years, there is no demand by Exhibitors for this Trademark, nor are the public even conscious of its existence. Most of the important producing Units have their own Exchange and release their own product. They have offices in the various important centres in the Dominion, with managers and salesmen operating these offices and find it "hard hustling" to get business. How an Exchange can manage to get business for a half-a-dozen Trademarks is a question which has not only puzzled the questioner, but the Exchanges who operate alone.

When the Standard Oil began to operate, they made up their mind that no one else would sell oil, but Standard Oil. They bought up all the companies that would sell to them and the companies who refused were put out of business for Standard Oil was sold at less than cost; and for much less than its competitors could sell oil. In considering the acquisition of all the little oil companies by Standard Oil, we came to the conclusion that they bought them to bury them. The rule was "Thou shalt have no other oils before Standard Oil."

If producing units want to market their products successfully, they should see that they have their own managers and salesmen looking after their interests. The Independent Exchanges may have had a hard road in the past and profits may have been small, in comparison to the investment, but these Exchanges, mostly representing their own producing units, have at least the satisfaction of knowing that they are still on the map of Canada, the reconstruction policy has not changed their boundary line, nor has it eliminated them from the running. Talk to the various exhibitors about these Exchanges and they know the product, it would surprise some exchanges to know, how well they do know them. Now we do not want the Exchanges to misunderstand us on the point of distribution. Let us go into the matter a little more fully. We approve strongly of two or three Trademarks getting together under one roof to distribute their product, if they are desirous of economizing on floor-space. We approve of an Exchange, which is purely an Exchange going into the business of distribution and handling a limited number of Trademarks. We disapprove of an Exchange, which has producing affiliations handling other Trademarks which must come into competition with its own. Our disapproval is based upon the weakness in human nature, which has developed the business instinct of "My own first, last and all the time," "yours after I get through." We disapprove of an Exchange not having producing affiliations, gobbling up all available Trademarks, even though, they know they cannot give these products fair representation, or distribution, the motive being "To buy them to bury them." Seems foolish and bad business to buy a Trademark, pay in real money, in advance for its distribution and let it rest upon the shelf, BUT IT CAN BE DONE AND IT IS DONE and it's good business according to some of the ethics of business which are called shrewd. Let us suppose that you are a producer and that Canada is your market. Let us suppose that you open Exchanges in Canada for the distribution of your product; and that you lose and use a great deal of money trying to establish and entrench yourself in Canada. Let us suppose that you are nearly successful, that your opposition is considerably weakened by your fighting policy, you feel another year perhaps and the market is yours. Into Canada comes two or three other Trademarks, which being new and good, might cause you some concern, and so you buy them up to bury them. It costs less to pay for their funeral than to attend their Sales Anniversaries.

—*RAY LEWIS*

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CARPENTIER WINS SENSATIONAL FIRST ROUND AT OLYMPIA BOUT

OLYMPIA was filled for the fight between Georges Carpentier and "Kid" Lewis for the light-heavy-weight championship of the world.

When the men weighed in during the afternoon Carpentier was just under 12st. 7lb. stripped and Lewis was 11st. 3lb. with his clothes on.

The Duke of York and Prince George arrived at Olympia and occupied the first row of the ring seats. Jack Dempsey, the heavy-weight champion, was presented to the Royal princes. The Lord Chancellor was also present, and there was a sprinkling of society women.

The men entered the ring at 9:40, but the fight did not actually start till a few minutes later.

The fight was short and sharp. Lewis at once went for his opponent, and as the rivals clinched the referee warned both men.

Lewis got in a couple of lefts and a right. Carpentier held and was warned by the referee, who was very busy. Carpentier missed a right to the jaw, but after another clinch and a break-away Carpentier got in a tremendous punch with his right on the jaw.

Lewis fell and was counted out. The fight lasted 2 minutes 30 seconds. Carpentier frequently held and hit his man on the break-away, which, of course, he was entitled to do, but a section of the spectators hooted and called for a "foul."

On returning to his dressing-room Carpentier was again hooted by a section of the crowd.

It was a most unsatisfactory ending as there was no doubt that Lewis had the best of what little boxing there was. When the referee called upon the men to break, Lewis automatically dropped his hands, and the Frenchman took advantage of this and put Lewis down with a right to the jaw.

Lewis was not lying down long, and got up at the count of "five." He attempted to rise at eight, but was dazed, and did not have the power to get on to his legs. In fact, when his seconds assisted him to his corner, he immediately jumped off his stool, made to go on with the fight, but the time had passed, and Lewis was a beaten man according to the rules.

Charley Harvey, Lewis' manager, rushed across the ring and expostulated with the referee, but, of course, it was to no purpose; the verdict had been given, and could not be altered.

Exhibitor Would Like Educationals In All Theatres

One of the most striking exhibitor commendations recently given to any company's pictures is accorded Educational Pictures in a letter from the manager of the Star Theatre in Arcadia, Fla., to Educational's branch at Atlanta.

"I want to tell you while on the subject of Educational Pictures," says the letter, "that 'The Stork's Mistake' (a Campbell Comedy), was the best comedy that I ever played in this theatre. Everybody went 'crazy' over it.

"The house was in a roar from the time the comedy started until it ended and some people did not leave the theatre until they had seen the comedy twice.

"It pleases me to please the public and I feel that you would like to know that your comedies do please them.

"I play them all. Therefore, I know what I am talking about."

The Star Theatre has at least one of Educational's pictures on its program almost every day.

Rex Theatre Montreal Closes Two Other Theatres Re-open

The Rex Theatre, Montreal, has closed for the summer, but on the other hand the Alhambra and Domino theatres have re-opened under new management.

EXHIBITORS READ THE REVIEWS

Lellan Film Syndicate To Produce In Canada

The Lellan Film Syndicate is another producing company which has established itself in Montreal and which ran on a working contract with the Pathe organization. Chairman Crombie says plans are under way for the establishment of a studio in Montreal and their first production will be ready for commencement shortly. The syndicate is out to produce Canadian scenarios in a Canadian atmosphere.

Winnipeg Exchange Retains The George Weeks Cup

The Winnipeg exchange of the Famous-Lasky Paramount pictures having retained the George Weeks Cup for the greatest number of proportionate sales made in the district during Paramount Blue Ribbon Week, the manager of the office, Carl Weeks, brother of the assistant general manager in New York City, entertained the staff to a theatre party, a dance and a luncheon on the night of May 23, in honor of the event. Morris Milligan, now in charge of the Toronto office, won the cup last year.

"Foolish Wives"—which broke all records opening day at Empress

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PERFECTION OF "CAMERA MASKS" GIVES NEW EFFECTS IN DESIGN OF FILMCRAFT'S "CAMERA CLASSICS"

IN the Spring, the enterprising camera man turns his thoughts to new effects. Drop into the studios of any motion picture company on the continent along about May or June, and you will find a similar scene to that which greeted the writer when he called at the plant of Filmcraft Industries the Toronto producing firm a short time ago, and found a bevy of veteran camera men bending over tables and apparently playing with paper diagrams of varied grotesque designs. A "close up" of this scene revealed Filmcraft's scenic expert and the firm's special man on interiors laboring over numerous uniformly sized oblongs of cardboard, celluloid and glass.

The making of masks is one of the camera man's chief pursuits when his camera is not in action. The mask is one of the camera man's strongest weapons—it determines the accuracy of his shot, and therefore he willingly devotes hours of his time fussing with odd bits of card board and glass —and celluloid, which happens to be a special favorite with the Filmcraft staff.

The process of making a mask may be very simple, or very tedious and requires painstaking care. For instance the celluloid mask which gives such a beautiful soft fuzzy effect in a scenic as perfected by the firm's scenic man requires the most deft treatment. A piece of ordinary celluloid is accurately cut to fit into the vignette box, sliding into an aperture to match the lens. The camera man chooses his design—a binocular effect say, in which the circles slightly overlap giving the mipression when the film is projected that the scene is being viewed through a pair of field glasses or binoculars. The mask is ground by a series of refining processes. Coarse sand paper is first applied strenuously. The design is cut out in the centre of the mask and then the emery cloth applied. The surface becomes smoother after this treatment and is finally treated to a polishing with a pad of steel wool which leaves the surface smooth and dull. Vaseline is applied sometimes resulting in beautiful soft effects, while the same result may be gained by zig-zagging the edge of a circle mask and smoothing it off with emory cloth polishing. Every camera man has dozens of such masks which he delights in introducing to give variety and interest to the subjects which he is assigned to.

The picture without camera effects doesn't exist today. Blaine Irish of Filmcraft, in conjunction with the biggest producers in the country are giving more and more attention to this feature of the camera work, and the camera man who does not exploit his initiative in the designing of new effects is an unknown quantity. Mr. Irish's insistence on the perfecting of new Camera effects has resulted in some remarkably fine work on the part of the Filmcraft staff.

The cardboard mask is one of the most simple and universally used. Countless designs are adapted to the smooth thin surface of the black painted mask easily cut and conveniently handled. One of the chief reasons that the Camera Classics scenic features have created such a splendid impression is due to the untiring efforts of the camera men to achieve new effects by means of experimenting and perfecting their scores of masks.

Director Protests "Seeing Canada" Series Free From Advertisements Entirely

Raymond Peck, director of the Films, Exhibits and Publicity Dept. Board of Trade and Commerce, protests that the "Seeing Canada" series are free from any subtle advertising; and that the Motion Picture Exhibitors' Association of Winnipeg has done the Government series an injustice. Mr. Peck in a letter to the "Close-Up" states, "As you are aware the Seeing Canada films have been produced and released on a bimonthly schedule and now enjoy a world-wide distribution. We are releasing three copies in Canada through the Canadian Universal. These Seeing Canada films depict our country from many national angles. Most of them are scenic or travelogue types of films."

Lloyd Hamilton To Start First Comedy of Series

Lloyd Hamilton, who is starred in six out of thirteen of Educational's current series of Mermaid Comedies, is back in Los Angeles after his trip to New York, where he made plans with E. W. Hammons, president of Educational, to produce six special Hamilton Comedies during the coming year.

A wire to Mr. Hammons from the comedian a few days ago announced his arrival at Los Angeles and said he was already getting work under way for his first comedy of the Hamilton series. The story for this picture is about ready and actual camera work will be started very shortly.

"Peter the Great" Starring Pola Negri is a Spectacular Russian Romance Picture

Ernest Lubitsch, after his visit to America, has launched a new picture starring Pola Negri. "Peter the Great," a spectacular romance of Russian life, is being filmed by the Russian director, Dimitri Buchowetzki, who directed "All for a Woman." Director Emil Jacoby is also at work on a picture.

Universal Films are having an outstanding success with "Wild Honey" featuring Priscilla Dean and the picture played to big houses at the Strand, Montreal, on its first release.

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CANADIAN CENSORSHIP FEES REDUCED THRU EFFORTS OF ORGANIZED CO-OPERATION

THE effectiveness of organized co-operation in the motion picture industry has just been forcefully demonstrated in an action which has led to a material reduction in the censorship fees in the Provinces of Alberta and Ontario, Canada.

On May 1st the authorities of Alberta increased the censorship fees from $1.00 to $3.00 per reel. The National Association of the Motion Picture Industry was immediately notified by Col. John A. Cooper, Secretary of the Canadian Motion Picture Distributors Association, of the new rate and a protest was filed with the Prime Minister of Alberta at Edmonton.

Secretary Frederick H. Elliott of the National Association, communicated immediately with the Film Boards of Trade in Buffalo, Seattle and with other organizations which would be affected by the proposed increase, requesting co-operation in opposing this increase. As a result of these joint protests, the censorship fees in Alberta have been reduced from $3.00 to $2.00 per reel. The new ruling makes the reduction retroactive to May 1st.

Through the activities of the Canadian Motion Picture Distributors Association, which in all such matters has co-operated fully with the National Association, the censorship fee in Ontario has been reduced to $1.00 per reel. The fee in Ontario previously was $3.00 for censorship and $1.00 for inspection. The new rate is $2.00 for censorship and $1.00 for inspection. This reduction in the Ontario rate took effect two weeks ago.

The two reductions thus secured effect a saving of several thousand dollars per month to the motion picture industry.

J. M. McClure Leaves Winnipeg For St. Paul

J. M. McClure, manager of the Lyceum theatre, Winnipeg, for the past five months, and manager of the Allen theatre, Winnipeg, for the seven months period previous to going to the Lyceum, resigned on June 1, and is returning to St. Paul, Minn., to join the Rubins and Finklestein circuit with which he was connected before coming to Winnipeg. Mr. McClure is regarded as a good showman and was highly respected for his opinion by the film trade, and his brother managers were sorry to see him leave Winnipeg. While he was connected with the two local theatres both made large sums of money.

Theatre Destroyed at Alliance, Alberta, $100,000 Damage Done

The moving picture theatre at Alliance, Alberta, was destroyed by fire on Sunday morning, May 28, when a fire that caused $100,000 damage to the business section, swept through the town, which is in the Edmonton district.

EXHIBITORS READ THE REVIEWS

Mary Pickford Stays Divorced From Moore

The Nevada Supreme Court affirmed the order of District Judge Langan, quashing service of summons in the action brought by Attorney-General Fowler to set aside the decree of divorce granted Mary Pickford from Owen Moore.

"Deserted At The Altar" To Have Special Exploitation

After reading and considering all the material on the market of the old time melodramatic successes Phil Goldstone decided that "Deserted At The Altar" offered the greatest exploitation possibilities with its great title and national appeal.

A special department of exploitation has been organized under the management of I. H. Simmons, to exploit the production to the public as well as the exhibitor and trade in general, the many angles of exploitation that this great title offers should prove very attractive to the alert showman, who can accomplish wonders with the many tie-up and other showman angles that "Deserted At The Altar" offers for the state right showman.

"Son of a Sheik" Christie Educational Comedy Being Produced At Los Angeles

WHILE Al Christie is away in Europe, production is humming along at the Christie Comedy studios, with directors William Beaudine and Scott Sidney on the busy list.

Beaudine has already started a comedy which will feature Bobby Vernon in a college and prize fight story called "Pardon My Glove" which was written by W. Scott Darling. He is now taking fight arena scenes every day. In addition to Vernon there are in the picture such well known players as Vera Steadman, George Pearce, Ward Caulfield, Tommy O'Brien, Harry Burns and "Zack" Williams, a colored heavyweight who does a good bit of the "heavy lifting" in the picture.

Scott Sidney is casting "The Son of a Sheik," which will start in one week with Neal Burns and Viora Daniel playing the leading roles. "The Son of a Sheik," it is said, is the fourteenth Arabian desert picture to go into production in Los Angeles this Spring, only this will be different in that it is a two-reel comedy and will find the funny side of romantic Sahara Love.

Another Biggers Novel For the Silver Sheet

IT is interesting to note the progress of Earl Derr Biggers, the popular young American novelist who is forging his way to the front ranks of those writers who are now contributing their literary talents to the screen.

The theatrical world sat up and took particular notice when he wrote "Seven Keys to Baldpate" and following close upon its heels he contributed "Love Insurance" which was transferred to the silver sheet as a starring vehicle for Bryant Washburn.

It was with great pride that Irvin W. Willat announced the closing of a contract to produce Mr. Biggers' latest story of mystery entitled "Fifty Candles," while it is still fresh in the minds of the thousands of *Saturday Evening Post* readers.

This story deals with a plot wholly unlike any of Mr. Biggers' former novels and cloaks itself in a shroud of mystery that will grip you to the final inch of film. The suspense is held throughout with a dramatic punch at the end.

"Fifty Candles" is Mr. Willat's fourth independent production to be released through W. W. Hodkinson Corporation and follows Johan Bojer's famous story, "The Face of the World."

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AL CHRISTIE FOREMOST COMEDY PRODUCER WRITES ON DIGESTING VARIOUS MOVING PICTURE SHOWS

Exclusive to the CANADIAN MOVING PICTURE DIGEST

DID you ever stop to think about the proper mastication and digestion of the varied offerings of the moving picture shows which you attend? Perhaps you have on occasion suffered from picture indigestion. It's a terrible thing, I'll assure you, to return home from a picture show and realize that something you'd partaken of hadn't agreed with you. No doubt the chef had the ingredients mixed or in the wrong order.

I have recently been asked why we have not departed, except in rare instances, from our program of making but a comparatively small number of pictures every year, and those all of the two reel variety, or really less than two reels, for we have a limit of about eighteen hundred feet in which our plots must be told.

The reason is the same as that which actuates the management of big hotels in having one under-chef specialize in roasts, one in salads, one in desserts, and others in various and sundry articles of food and delicacies for the jaded palate.

It is pretty much a case of the shoemaker sticking to his last, and perhaps sometimes, as it says in the Bible, "the last shall be first."

The viewpoint of picture patrons is often enlightening to the poor downtrodden picture producer. I recently saw a letter written to the editor of a magazine by an overfed and disgruntled picture spectator. The writer asked why pictures were so long and complained that shows seemed often to drag, later realizing that the picture witnessed had been nine reels. The writer—a woman—stated that in the time one now sees "a picture," one used to see a good feature play, a comedy, news reels, perhaps a Topics of the Day, hear some good music and still have time to get home and get the children to bed at a reasonable hour.

"Give us variety," the letter-writer asks. "Anything good may be spoiled by having too much."

I think this correspondent voiced a genuine objection—which must be in the minds of thousands of people who visit picture shows regularly. In many cases — not all by any means — the stories that producers used to tell in five reels now consume seven or eight, entertaining the patron, it is true, but leaving him too fagged out and too full of the entree course, properly to enjoy the salads and the dessert. In my humble opinion, feeding the picture patron on a huge course of one thing and eliminating the trimmings is just like expecting a diner to sit down and get the full benefit and enjoyment out of a whole ham, expecting to gorge himself, and offering no antidotes in the form of hors d'oeuvres, bread, ices, coffee and pastry.

Personally I shall continue to offer the salad and dessert of the picture bill of fare and I'm so busy thinking up new ways to make salad in two reels that I don't care to get into competition with the other culinary specialists. Of course I maintain—with a certain amount of egotism — that the diner can't properly enjoy the other man's roast beef without my salad, but then that's only a matter of personal opinion.

Every man is running his own stomach and picking out the places which agree with him, and if he gets picture indigestion I'll say it isn't all my fault.

"Wives Against Wives" Associated First National To Be Released Shortly

Associated First National pictures of Eastern Canada Limited are putting over some big stuff in "Wives Against Wives" which with Pauline Starke in the feature part will be released in Montreal shortly. J. Gorman who knows a good thing when he sees it, says this picture is one of the best his exchange has ever handled.

Visitors To Montreal Include Many Exhibitors

Outside theatre men visiting Montreal recently have included the following:

Ph. Mailloux, Royal, St. John's, Que.

T. H. Trow, Imperial, Three Rivers.

O. Hamel, Olympia, Grand' Mere.

A. Lacouture, Gayety, Sorel.

Fred Leduc, the Laurier, Hull.

United Amusement Appoint J. Ledden, Quebec, Manager

Joe Ledden, the well-known manager of the Victoria picture theatre, Quebec, has left that house and has been appointed manager of the Papineau theatre, under the United Amusement Company, Limited.

Manager Thomas, Capitol, Montreal, Introduces Some Very Effective Publicity

Speaking of the Four Horsemen, Manager Thomas of the Capitol theatre at whose house this picture has been running for two weeks with hardly diminished attendances even at the end of the second week and despite the very hot weather, has been putting over some very forceful and effective advertising in the local press. He makes the claim which seems to be justified that 120,000 people saw this picture in the first week and that in all 200,000 will have seen it at the end of the fortnight's run. His advertising takes the form of a series of interviews with cashiers, ticket-takers, captain of the ushers, musical conductors, Assistant Manager, Treasurer and finally himself, each of whom descant on the picture from his own individual viewpoint. It is an amusing and neat presentation from an entirely different standpoint.

First Four Pictures Canadian Releasing Corp. Booked Over United Amusement & Ind'p't

J. P. O'Loghlin, managing director of the Canadian Releasing Corporation, announces that the first four pictures of this exchange have been booked over the entire United Amusement and Independent Amusement Companies' circuits. They will show at the Regent, Belmont, Papineau, Plaza and Moulin Rouge theatres in Montreal and the pictures are "Sisters," "My Old Kentucky Home," "Belle of Alaska" and "The Lying Truth." This is only the start and Mr. O'Loghlin promises some more tours de force of a similar nature in the near future.

Two Montreal Managers Go After Robinson Crusoe Prizes

Canadian Universal Films Corporation Limited have tried out and are now trying out a new stunt in connection with the serial released by them, namely, "The Adventures of Robinson Crusoe." Open to theatrical managers all over the continent they are offering prizes of a total of $7,000 of which four prizes are given of $50 a week each for the best publicity device thought up by the managers of houses producing this serial. Of the sixteen prizes thus distributed monthly, there is further offered a grand monthly prize of $400 competed for among the weekly prize winners, whilst a second prize of $300 and a third of $200 is also offered. Among Montreal managers who have notified their intention of entering for these prizes are John Fiddes of the System, and George Gladianos of the Midway.

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FIGHT IN REX BEACH "SPOILERS" IS CALLED THE GREATFST EVER

AT intervals in various scripts by Shakespeare there occur the parenthesized words "They Fight."

This paucity of description shows what an easy time the early day playwrights had. But the fights for the Motion Pictures in Dramas which deal with elementals, and in which fists are the weapons of common choice, are quite another matter. Such fight scenes cannot be dismissed with two words whether in italics or out. The rough and tumble as it has become developed on the screen, is an institution in itself. It has to be made to seem real, even at rick to the actors. Consequently most film actors dread plays which call for fight scenes. No matter how skilled they are in going through such scenes, they feel that sooner or later they are going to get hurt and generally their forebodings come true.

Rex Beach has been looked upon as the great authority on film fights ever since the "fight scene" in "The Spoilers" was transferred to the screen with such startling effect. He wasn't striving for any such authority when he wrote that big fight scene, but he says he can't get away from the results.

"They're always asking me to write something with as good a fight scene as that in 'The Spoilers,'" said Mr. Beach the other day. "Really, I don't believe that 'The Spoilers' fight can be equalled on account of the atmosphere of realism that was given it by Bill Farnum and Tom Santschi who acted it for the screen. There is talk of refilming 'The Spoilers' but when I asked him about doing the fight over Bill Farnum laughed at the idea. He said he simply couldn't put the stuff into it that he had put before.

Most of the fights which Mr. Beach puts into stories are fights that have really happened. The real things may be traditions in the elemental places which form the setting to so many of Mr. Beach's stories, or they may be fights which Mr. Beach has seen, but anyway they are not just picked "out of the air" and when they are written they are described just as they happened and when they go on the screen, they must go on with like fidelity to detail.

DIGEST REVIEWS "FOOLISH WIVES" AND "MORAN OF THE LADY LETTY"

FOOLISH WIVES opened at Pantages, Toronto, to the biggest receipts that house has enjoyed for some time. About nine o'clock when the writer happened to come along, the line was long and wide; and the standees were many inside the theatre also. Considering the seating capacity of the house, "broke all records" looks like the "real thing." "Foolish Wives" is unquestionably a boxoffice picture. It is bound to get them, for no picture recently produced, or previously produced has had as much, or as consistent publicity, in addition many new advertising angles were touched upon which make "Foolish Wives" as familiar to the public as the name of "Uncle Tom's Cabin."

Seeing the picture I am surprised that the American papers, who were antagonistic to Stroheim, took that attitude. His work is so outstanding, unusual, subtle and masterful that I quite forgot the sets, the theme and all the other incidents of the picture. When one considers the cutting of "Foolish Wives," it is amazing to find such excellent continuity and such little evidence of elimination. The story flows evenly and in sequence and the climaxes lead to the super-climax without any drag or break.

I suppose that considering the million dollars which is said to have been spent on "Foolish Wives" that I should talk, long and loud about the magnificence of the sets. The atmosphere of Monte Carlo is there. I have never visited this world-famous gaming resort, but I understand from people who have been there, that the effect is so well produced, that they question whether the scenes were not actually taken upon the spot and that the Villa, Casino, the hotel are not a picture of the real thing. However, the main point is that they do not interfere with the interest of the story, but help it along to such a degree, that one is permitted to enjoy the work of the players and the deservedly, ghastly end, of an adventurer, who preys upon the foolishness of women. The moral, if any, would be directed to women, who become flattered because a supposed gentleman, sends them a boquet of flowers, picks up a fallen glove, or bestows upon them the many little attentions, which costs him nothing, and which is part of his game. It costs these "Foolish Wives" a tidy sum before he gets through with them, the amount of the sum in accordance with their station. Stroheim, as Sergius, Count Karamzin, even not overlooking the two thousand francs, the life-savings of a servant. You feel quite happy when, in endeavoring to pay his diabolical attentions to the motherless daughter of an Italian, this epicurean sensualist, finds his last bed through a manhole, leading to the sewer. His end is in such keeping with his life, that any other ending would have left you unsatisfied. This too furnishes a lesson for adventurers who prey upon the weakness of some women.

It is not a pleasant picture, belonging essentially to that school of realism which so many Russian literary writers have followed and follow. Balzac and De Maupassant dealt in these grim realities also. However, those who come to see "Foolish Wives" do not come to laugh, these will have their morbid curiosity well taken care of; and as long as the box-office keeps the exhibitors laughing, everyone should be satisfied. The work of Miss Dupont as the wife of the U. S. Envoy was satisfying. Maude George made a particularly fine Princess Olga and Mae Busch as the Princess Vera sustained the character of her part throughout. Rudolph Christian as the U. S. Special Envoy did well with a weak sort of a part. Stroheim directed the picture in his usually masterful manner.

"Moran of the Lady Letty" is a picture with a theme which should win at the box-office.

"Moran of the Lady Letty," starring Dorothy Dalton and Rodolph Valentino is a good old fashioned melodrama and it is not likely that it will be surpassed by any production of this particular description.

During the entire picture there is plenty of action, a dependable if not exactly a new theme, splendid atmosphere of the sea, an excellent cast, including a sufficiently despicable villain which should satisfy even the hardest of hard boiled.

Directed by George Melford, "Moran of the Lady Letty" can be called an outstanding feature.

The picture as a whole is splendidly acted. Rodolph Valentino, as the hero, again demonstrates his ability as an actor; and his magnetic personality gets plenty of opportunity for play. Dorothy Dalton ideally cast, and Walter Long is a villain par excellence.

This picture should bring them in any class of theatre.

"Moran of the Lady Letty" released by Paramount.

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DIGEST THEATRE LIST IN THE PROVINCE OF BRITISH COLUMBIA

VANCOUVER

NAME	SEATING CAPACITY
Dominion	778
Capitol	2158
Colonial	876
Pantages	1700
Allen	1992
National	593
Globe	900
Rex	931
Star	497
Orpheum	1700
Broadway	900
Grandview	850
Kitsilano	485
Royal	1000
Fairview	323
Maple Leaf	560
Columbia	925
Princess	536
Progress	400
VANCOUVER NORTH	
Empire	450
Lonsdale	400
VANCOUVER SOUTH	
Fraser	746
Collingwood	233
Cedar Cottage	384
Dreamland	280
VICTORIA	
Capitol	1331
Dominion	870
Royal Victoria	1500
Empress	320
Romano	411
Variety	645
Columbia	630

NAME *and* LOCATION	SEATING CAPACITY
Recreation Hall, Anyox, B.C.	426
Abbotsford, Abbotsford, B.C.	350
Opera House, Ashcroft, B.C.	200
Beach, Britannia Beach, B.C.	240
Imperial, Chilliwack, B.C.	324
Grand, Creston, B.C.	288
Star, Cranbrook, B.C.	427
Rex, Cranbrook, B.C.	343
Ilo Ilo, Cumberland, B.C.	500
Duncan, B.C.	300
Isis, Fernie, B.C.	380
Orpheum, Fernie, B.C.	400
Empress, Grand Forks, B.C.	386
Empress, Kamloops, B.C.	600
Empress, Kelowna, B.C.	734
Rialto, Ladysmith, B.C.	400
Marpole, Marpole, B.C.	300
Rex, Merritt, B.C.	350
Opera House, Michel, B.C.	380
Victory, Mission, B.C.	254
Dominion, Nanaimo, B.C.	704
Bijou, Nanaimo, B.C.	640
Starland, Nelson, B.C.	390
Gem, Nelson, B.C.	350
Royal, New Westminster, B.C.	530
Edison, New Westminster, B.C.	855
Ocean Falls, B.C.	400
Empress, Penticton, B.C.	400
Port Alberni, B.C.	250
Patricia, Powell River, B.C.	250
Empress, Prince Rupert, B.C.	400
Westholme, Prince Rupert, B.C.	600
Dreamland, Prince George, B.C.	288
Rex, Prince George, B.C.	250
Rex, Revelstoke, B.C.	385
Star, Rossland, B.C.	300
Rex, Salmon Arm, B.C.	270
Opera House, Trail, B.C.	536
Empress, Vernon, B.C.	554

KINEMATOGRAPH LICENSES

Vanderhoof	200
James Island	100
Golden	300
Surf Inlet	200
Terrace	200
Quesnel	250
Ladner	300
Silverton - Sandon - Slocan City - New Denver - Nakuspt	
Lilloet	200
Princeton	150
Port Moody - Ioka - Hammond - Ladner	
Greenwood	250
Sidney	275
J. T. Mandy, 1132 Nelson St., West Summerland	200
South Wellington	150
Atlin	150
Cloverdale	150
Kimberley	200
Smithers - Telkwa - Hazelton - Burns Lake	
Nanoose Bay	200
Courtenay	
Enderby	300
Sidney	200
Kaslo	250
South Wellington	350

IMPORT TAX RULING OF CANADIAN FILM SALES OF MUCH IMPORTANCE

An important ruling defining the basis of assessment of the sales tax on film importations to Canada has just been secured by the National Association of the Motion Picture Industry. The ruling follows:

"Under the provision of The Amendment to The Special War Revenue Act, Sales Tax on importations must be computed upon the duty-paid value, which is defined as being the value of the article as it would be determined for the purpose of calculating an ad valorem duty upon the importation of same into Canada under the laws relating to the Customs and the Customs Tariff, whether such article be in fact subject to ad valorem or other duty or not, and, in addition, to the amount of the Customs duties, if any, payable thereon.

"The value for duty on films sold outright to the Canadian importer is based on the home consumption value at time of shipment, but, in no case, less than the invoice value, except on account of reduction in the fair market value of such goods at the time of their purchase by the Canadian purchaser and their exportation into Canada. The value for duty of standard films shipped on consignment into Canada without sale is fixed by the Department at not less than an appraisal value of 8 cents per lineal foot."

The above interpretation was received by the National Association from Mr. Chalmers, Chief of the Division of Foreign Tariffs Dept. of Commerce, who took up the matter with the commissioner of customs and excise at Ottawa.

"My Wild Irish Rose" True To the Atmosphere of Erin

THE story of "My Wild Irish Rose" was adapted from the world-known stage play, "The Shaughraun," was first produced at the Drury Lane theatre in London in 1873 with the playwright in the star role. Since then it has been played all over the English-speaking world. Now, with the whole country intensely interested in the affairs of Ireland, no subject could be more timely for visualization on the screen.

"My Wild Irish Rose" is a big picture, and it has been put on in a big way. David Smith was given a free hand and told to spare no expense. The action of the story takes place back in the early years of Queen Victoria's reign. David Smith has shown what he could do when dealing with a subject requiring an old-world atmosphere. "Black Beauty" and "The Little Minister" are examples of this. In "My Wild Irish Rose," however, he has outdone himself. There are plenty of big scenes and exciting moments in the action, but what makes this picture so distinctly unusual and out-of-the-ordinary is the wonderful, true-to-life atmosphere of Old Erin that the great director has succeeded in creating. Quaintness, picturesqueness and old-world charm have all been achieved; the Ireland of the early nineteenth century has been brought back to life.

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"GYPSY PASSION" A SUCCESS VITAGRAPH'S FRENCH PICTURE

"GYPSY PASSION," Vitagraph's French production now released, jumped into immediate popularity. Not only were the reviewers of the New York daily newspapers enthusiastic in their praise of the wonderful characterization presented by Mme. Gabrielle Rejane, the famous French Tragedienne, but they were equally lavish of the production on the whole. "Gypsy Passion" was adapted by Jean Richepin from his own novel, "Miarka, the Child of the Bear," and was produced under the direction of Louis Mercanton, one of the leading directors of France.

Enthusiastic audiences have crowded theatres where "Gypsy Passion" has appeared. The presence of Mme. Rejane in the leading role attracted many who were unable to enjoy the performances of the celebrated actress when she visited this country through lack of knowledge of her language, but who were able to appreciate and understand her every expression on the screen.

The New York reviews, in most instances, went to considerable length. Some of them said:

"A very superior picture, a fascinating picture."—*The Tribune.*

"It is an enjoyable entertainment. Mme. Rejane, as Romany Kate, gives a romantic characterization of an old gypsy that never lags in interest."—*The Post.*

"The picture is fine stuff, not one scrap sensational. The direction is unusually good; the photography great and the value ninety-eight per cent."—*Daily News.*

"Rejane's consummate acting, a remarkable, well-told story and a series of thrilling scenes combine to make 'Gypsy Passion,' at the Strand theatre this week, an exceptionally fine picture."—*Evening Journal.*

"'Gypsy Passion,' showing this week at the Strand, is remarkably interesting because of its very human story of strange superstitions, ambitions, jealousy and conquering love, most persuasively unfolded and acted."—*The Globe.*

"The story runs along like a pleasant and romantic narrative, laid in a real old French chateau, with several charming scenes in the gypsy church, St. Mary's-of-the-Sea, the Mecca of all gypsy tribes of the continent."—*Morning Telegraph.*

"Belongs among the leaders. Mme. Gabrielle Rejane, the celebrated French actress, is one of these comparatively rare players who mastered the technique of pantomine. Her performance shows this. The others in the cast are also suited and equal to their parts. This helps vivify the story."—*The Times.*

"There is romance in the superb film at the Strand theatre this week. Mme. Gabrielle Rejane one of the greatest French actresses, appears as Romany Kate. Her acting is perfection."—*Evening Telegram.*

"'Gypsy Passion,' keeps something alive of the great Rejane. When Rejane smiles her great crooked smile it seems important. There is in it an emphasis beyond the range of pretty women. Something has happened. We have seen more than a smile. A mask has been lit and vitalized by emotion."—*Mr. Heywood Broun in The Tribune.*

SOCIETY LEADERS APPEARED AS EXTRAS IN "FOOLISH WIVES"

Several hundred prominent San Francisco society folk played roles as humble "extras" in "Foolish Wives," the million dollar picture playing at Pantages, Toronto, week of June 5th. The "millionaire extras" were used to give tone to the promenade scenes which picture the wealthy crowds surging along the walks and terraces at Monte Carlo.

The Universal Film Company, in order to reproduce these scenes, built an immense set at Point Lobos, near Monterey, California. The ocean side of Monte Carlo's famous casino, the bandstand, and the sea-side promenades of the Riviera resort were duplicated.

Participation by San Francisco's Four Hundred was obtained by Carl Laemmle, president of Universal, as the result of a handsome contribution to a worthy San Francisco charity. The wealthy Golden Gate blue-bloods motored to Monterey for the week-end and devoted Sunday to strolling around the Monte Carlo set, acting naturally, just as if they were strolling around at Monte Carlo. Meanwhile the cameras clicked, and certain bits of action for the picture were enacted, against this millionaire background, by Erich von Stroheim and the other principals in the regular cast.

Among the "society extras" to be seen in the picture are Mr. and Mrs. Joseph Tobin, Mr. Raymond Armsby and Miss Cornelia Armsby, Dr. and Mrs. Max Rothschild, Messrs. George Garritt, F. B. Morse, Harry Hunt, Prescott Scott, Clifford Weatherwax, Andrew Welch, Mrs. William Mayo, Jr., Mrs. E. S. Hopkins, Mrs. Bernard Ford, Mrs. Elkins de Guigne, Mrs. Ferdinand Theriot, Mrs. George Cameron, Mrs. Vincent Whitney, Mrs. Arthur Hill Vincent, Mrs. James Hopper, Mrs. Jane Selby Hayne; and Misses Anne Peters, Elizabeth George, Isabel Chase, Edith Cheseborough, Ruth Hobart, Constance Hart, and many others equally prominent.

Lalumiere Mgr. Europa Films Running Pictures At St. Denis

Charlie Lalumiere, erstwhile of the Specialty Film Import, and now managing director of the Europa Films, Limited, in Montreal, has been running a season all to himself at the St. Denis Theatre where he produced the "Duc de Reichstadt" and other French pictures with entire success. He made quite a sensation in the French press and altogether is to be congratulated.

Famous-Lasky Montreal Staff Attend Toronto Convention

Famous-Lasky temporarily lost the whole of the male staff when Messrs. English, Leavitt and Ritchie went to Toronto to attend the Famous-Lasky convention of salesmen and branch managers.

MacLean's Magazine Secures An Exclusive Story On "The Man From Glengarry"

Archie McKishnie, author of "Willow, the Wisp," "Love o' the Wild" and other stories of Canadian bush life, has been selected by MacLean's Magazine to go to Ottawa and write some "close-up" articles regarding the filming of Ralph Connor's "The Man from Glengarry" now being made upon the logging districts of the Upper Ottawa and the Gatineau Rivers.

Canada is awakening to its great possibilities in the production of stories of Canadian life for the screen.

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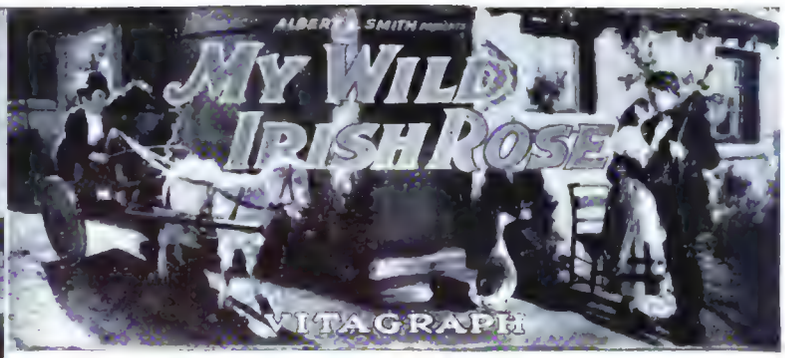
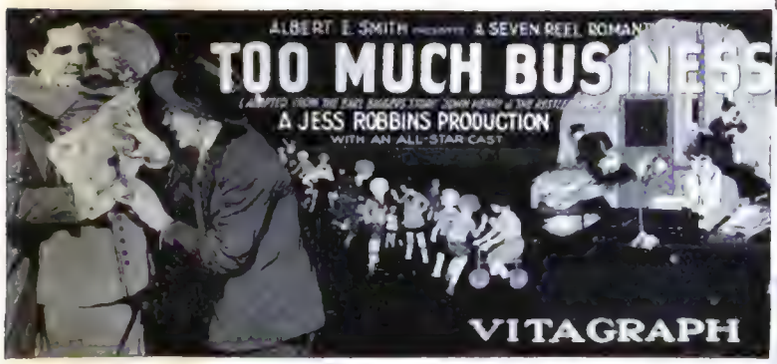
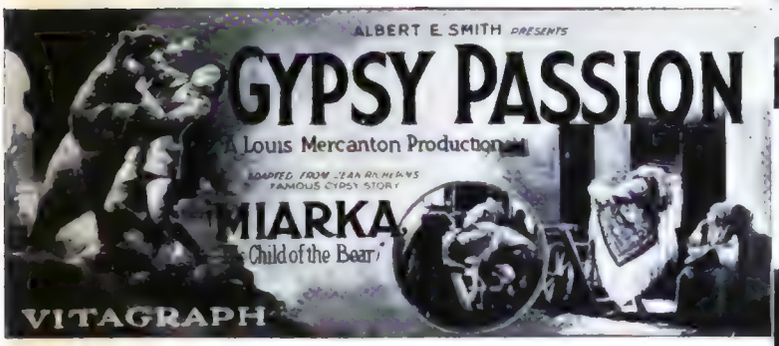
ATTRACTIVE 24 SHEETS




ALBERT E. SMITH presents A SEVEN REEL ROMANCE
TOO MUCH BUSINESS
A JESS ROBBINS PRODUCTION
WITH AN ALL-STAR CAST
VITAGRAPH

"THE SON OF WALLINGFORD"
WITH AN ALL STAR CAST
Written and Directed by
Mr. and Mrs. George Randolph Chester
Authors of Get Rich Quick Wallingford
VITAGRAPH
ALBERT E. SMITH President



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WILLIAM FOX

presents

William Russell

in

"The Men of Zanzibar"

by

Richard Harding Davis

A Powerful Romantic Mystery-Drama of East Africa and its Alluring "Port of Missing Men"---Zanzibar

Write, Wire or Call your nearest Exchange

Fox Film Corporation, Ltd.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada
Vol. 14, No. 6
June 10th, 1922.

CANADIAN MOVING PICTURE DIGEST

It's a Clean-up!

On the year's warmest day it packed Toronto's Regent, while a double line a block long waited to get in. The total week's business

Smashed Every Record

since the Regent first opened. In Winnipeg, Calgary and Vancouver, this huge success has been duplicated in the midst of the so-called "slack season." Verily a

Box Office Tonic

that you would do well to administer. It's the picture everybody's talking about right now—

GLORIA SWANSON in "BEYOND THE ROCKS"

By Elinor Glyn | **with Rodolph Valentino** | A Paramount Picture

For Bookings Apply

FAMOUS-LASKY FILM SERVICE, LTD.

JUNE 10th, 1922.
TORONTO, CANADA

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The Most Unaffected Of All Screen Artists

IN

An Absolute Revelation

From East to West comes reports of boxoffice landslides and stampedes.

THE GREATEST, NORMA EVER MADE

HERE IS A PICTURE!

Smiles them into your theatre; smiles them back again and again, does

EIGHT REELS of Sunshine and Storm

ASSOCIATED FIRST NATIONAL PICTURES INC.

NORMA TALMADGE

in

"Smilin' Through"

with the biggest array of exploitation possibilities ever mustered in the interest of screen art.

THE WHOLE OF YOUR CITY WILL COME "SMILIN' THROUGH" YOUR LOBBY.

NOW---Get in touch with your Exchange---NOW

ASSOCIATED FIRST NATIONAL PICTURES INC.

MONTREAL TORONTO WINNIPEG ST. JOHN CALGARY VANCOUVER

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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CANADIAN PRODUCTS
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company

27 JARVIS STREET,

TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 6 | TORONTO, CANADA | JUNE 10th, 1922

Horses Eat Hay

OUT of a paid-up capital of $38,000, the Canadian Exhibitors' Exchange are paying a five per cent. dividend. This is not the first five per cent. dividend this Exchange has paid either. It looks as if there must be some money in the Exchange proposition. The Canadian Exhibitors' Exchange was organized about three years ago. It grew out of the organization of the Canadian Exhibitors' Protective Association. There is still $62,000 worth of Treasury Stock. The shares sold at $100 par and were taken up by Exhibitors. It is rumored that at a recent board meeting it was decided to give the remaining stock to the public, providing the exhibitors do not take it up. The film rentals for the past year were about $50,000 and considering that the paid up capital is so small, a dividend of five per cent. looks as if Canadian Exhibitors' Exchange is a good investment.

In glancing over the product which Canadian Exhibitors had to handle, in comparison to other products on the Canadian market, we came to the conclusion that the management of the Exhibitors' Exchange did not indulge in any excess expense account; and that the Exhibitors must have come forward with their support. We have heard so much about lack of co-operation between exhibitors that it is most gratifying to be able to report a good result emanating from co-operation. However, this is only a very small beginning of what can be accomplished with greater effort and solidification; and the five per cent. dividend should prove an inspiration to Exhibitors, inducing them to go into the Exchange idea bigger than ever.

If ever the Exhibitors of Canada had an opportunity to accomplish much for themselves and the maintenance of the Industry on an independent basis, they have that opportunity now. The Canadian Moving Picture Industry can only live in Independence. An Industry is like a human being in this regard. Some monopolies have managed to live because they fattened themselves while the others were not looking; and monopolies in the past got a hold, or lease on life, because the idea of monopoly and methods were too subtle or slippery for the average business man of that time to grasp. Legislature at that time was too young and perhaps too easily convinced to offer much opposition, but to-day, we have grown accustomed and sick of the word monopoly, we know it although it wears a coat of many colors; and no white man can stand for it unless he becomes involved and entangled in its manipulations. The "closed door" policy retards progress. No country can afford to close her doors, not even China with her old civilization and her millions of peoples. Monopoly closes the door to development, competition, enterprise and productivity. Canada, thousands of years younger than China, building up her civilization now, with her arms empty of people, can have no "closed door" policy within her doors, or at her doors for that matter. Moving pictures have become a very part of the life of the people. To have this part of the life of the people controlled by one arm of the body of the Canadian Moving Picture Industry would prove, not only fatal to the people, but that very arm which held the Canadian Industry encircled, would shrivel for lack of sustenance.

Canadian Exhibitors are on the very pinnacle of a crisis. They stand within the open door of power or face the "closed door" of their defeat. Which shall it be? If strength lies in numbers, the exhibitors can be numbered strong, stronger than any combination or combine here. But of what use is strength, when not recognized, nor utilized? If a horse was only conscious of its strength, no man could put a bit in its mouth and ride him, as it is, he remains unconscious and eats hay. When the exhibitors become conscious of their strength, no combine will be able to ride them and their awakened consciousness will prove beneficial to every angle of our business. If they remain as horses they will be lucky to even get hay.

Canada is young, growing every day. Ten years will see even a greater development, expansion and population than the last ten years has given us. If Canada has given you a living see to it that this living not only continues but improves with the better facilities for business our country is offering. If the Moving Picture Industry was on the wane in Canada, our Moving Picture financiers would not be endeavoring to burden themselves with more dead weight, but you notice that theatres are being built and others acquired. There is a new owner for your theatre as soon as you step out of it. Unless you have enough money to retire or another proposition which looks better, hold on and hang on for the big bonanza year. Financial charts make it 1923.

—RAY LEWIS.

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"IF IT'S WORTH RUNNING IT'S WORTH ADVERTISING" - PARAMOUNT SLOGAN

"IF it's worth running, it's worth advertising." This is the slogan recently adopted by Paramount's advertising Accessories Department, by way of emphasizing the importance with which that department is now regarded in the sales organization of that company. Some time ago suggestions were asked for throughout the various exchanges and the slogan which eventually was chosen was created by Roy Davis, Accessories Manager at the Pittsburgh exchange.

For some time, S. R. Kent has been paying a great deal of attention to the matter of improving the Paramount accessories and the system for their distribution. He proceeded on the assumption that no live-wire exhibitor will contest the box-office value of the right kind of accessories placed in the right locations. To that end, the department has been revolutionized and placed upon a most systematic basis whereby waste has been entirely eliminated and energy has been directed to the enlargement and improvement of that entire line.

The department has been placed under the jurisdiction of the Division of Exploitation, of which Claud Saunders is the director, and Mr. Saunders gives his personal attention to the creation of the ideas to be incorporated in the accessories. J. Albert Thorn has charge of the making of all the sketches and finished art work, together with the supervision of their manufacture, while Mel Shauer has the responsibility of the selling and distribution. Under Mr. Shauer's supervision the distribution has been standardized, with an accessories manager functioning in each of the branch exchanges. These men are all trained in their line and many of them have attended the sessions of Paramount's school for salesmanship conducted at the home office by Fred Creswell.

Approximately 110,000 sheets of poster paper are handled every week by the department — a tremendous item in itself—while the output of heralds, lobby cards, advertising mats, electrotypes, etc., is fairly staggering in the aggregate.

On Paramount's forty-one productions listed for release during the first six months of next season, the efforts of the department are being centred upon the preparation of accessories which will measure up to the standard of the pictures themselves. In the making of posters, lobby cards, heralds and other specialties, the one dominating idea will be "money at the box-office."

From now on, special attention will be paid to the advertising of these accessories through the advertising pages of the trade papers, the company thereby demonstrating its own belief in the slogan which it is passing on to exhibitors—"If it's worth running, it's worth advertising."

Montreal Theatres Combine On Big Charity Affair

Some idea of what the Montreal theatres are doing outside their own legitimate business may be gathered from the fact that recently some 25 city charities and social welfare organizations met in the Regal theatre, St. Catherine street west to discuss an offer made by the Theatrical Managers' Association to put on a big benefit performance some time in the Fall. The Association will pick out a committee from the various organizations represented which will cooperate with them in the arrangements while Mayor Martin will be asked to act as arbiter in the matter of distribution of the benefits.

Montreal City Council Puts New Tax Over

It would appear as though the Montreal City Council had put it all over the theatrical managers and proprietors of this city when they suddenly passed a by-law charging a tax of 3 cents per photo on lobby displays and 3 cents on posters. This works out at a tidy little sum for the city and a corresponding wallop for the said theatre men who are raising and quite justifiably of course a loud whatever you call the reverse of a cheer about it. On the other hand, hard and unsympathetic men are asking up and down the highways and byways of this village what the Theatrical Managers' Association was doing not to find out what the City Council was up to.

Read the Reviews Exhibitors. They Are Written For Your Benefit.

RENEW YOUR SUBSCRIPTION TO THE DIGEST

J. A. Wilson Returns From Fox Convention New York Enthusiastic Over Pictures

J. A. Wilson, manager of the Fox exchange in Winnipeg, has returned from New York and is enthusiastic over the coming features for next season, which the convention of Fox managers witnessed between conferences. These include "Nero," "Monte Cristo," "A Little Child Shall Lead Them," "Lights O' London," "Silver Wings," in which Mary Carr is appearing in person at the Apollo in New York, it being a sequel to "Over the Hill"; "The Town That God Forgot," "My Friend the Devil," from the well known novel, "Dr. Ramo"; "A Fool There Was," from the Rudyard Kipling story; and "The Fast Mail." Many of these features will be seen in Winnipeg in the early autumn.

Walter Clark Starts Action To Annul Amusement Tax

Action has been entered in the courts at Moose Jaw, Sask., by Walter Clark, proprietor of a motion picture house, to annul the municipal amusement tax which imposes an additional penalty of ten per cent. of the admissions, as well as the ten per cent. imposed by the province. The municipal tax is optional with a municipality and the city of Moose Jaw was the first to impose it in the province

The tax comes into effect on May 29, and the hearing is set for June 5. One year ago a similar bylaw was passed by the city of Moose Jaw, but it was quashed by the courts as being ultra vires. The law was amended by the legislature last session to permit municipalities imposing the tax, but the motion picture men still believe it is illegal and will test it in the courts.

Winnipeg Theatres Cut Their Admission Prices

All the large motion picture houses in Winnipeg are down to 25 cents for night performance admissions, except the Allen, which is still charging 30 cents, and doing a good business. These are only summer prices and will be advanced on the 4th of September.

The Garrick theatre, Winnipeg, has booked Universal's "Robinson Crusoe," said to be a wonderful chapter play. Vera Gordon in "The Good Provider" is coming to the Capitol, Winnipeg, June 10.

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LOUISE FAZENDA ONE OF NEW STARS BIG COMPANY IN MERMAID COMEDIES

JUST before departing for Los Angeles a few days ago after a long visit to New York, Jack White, head of the organization producing Mermaid Comedies for Educational, revealed through the home office of Educational Film Exchanges, Inc., some of his preliminary plans for work on the twelve Mermaid Comedies which his company is to make in the coming year.

When Mr. White's organization is completed and ready to begin production work, it will be one of the biggest organizations of its kind ever built up in the industry.

With Lloyd Hamilton, whose work in Mermaid Comedies in the last two years has so greatly increased his popularity, making special comedies under his own name, new faces will be seen in some of the Mermaids. But they will be faces well known to motion picture comedy lovers. Some of the most popular comedians appearing in the Mermaid Comedy series just completed will also be seen again.

Louise Fazenda, famous comedy actress of the kinky curls, who appeared in three Punch Comedies for Educational after several years of most successful work in Sennett Comedies, will be one of the bright lights in the new year's Mermaid Comedies.

Miss Fazenda was signed up by Mr. White shortly after his arrival in New York and she is now on the coast and will work in the first picture of the new Mermiad Comedy series. Her splendid work in the Punch Comedies, "The Love Egg," "Country Chickens" and "A Rural Cinderella" has received hearty praise from critics and exhibitors all over the country. The last picture in which she has appeared is the Cosmopolitan feature production, "The Beauty Shop," in which she supported Raymond Hitchcock.

Lige Conley, whose work in the latest series of Mermaid Comedies was such that it won him featured parts in the last few pictures, will continue in the pictures made by Jack White, as will also Elinor Lynn, the beauty who has been seen to such advantage playing opposite Conley, and Jack Lloyd.

Mr. White did not have his plans for the first picture of the new series thoroughly settled when he started for Los Angeles, but according to his tentative plan it is probable that Miss Fazenda and Conley will appear together in the earliest release of the 1922-1923 Mermaids.

There will be three or four units in the Jack White company, but every one of the pictures of the series will be under the detailed supervision of Mr. White himself.

Production work will be carried on at the United Studios, where most of the 1921-1922 pictures were made. A large additional space has been taken over at these studios for the Mermaid Comedies and Hamilton Comedies. E. H. Allen will be general manager of the Jack White organization.

"The striking success of the Mermaid Comedies in the last year, indicates a great demand from our exhibitor patrons for an elaboration of the work of Jack White and Lloyd Hamilton," said E. W. Hammons, president of Educational. "Mr. Hamilton is already at work on his new series of six big special Hamilton Comedies. The number of Mermaid Comedies is not to be increased—it is, rather, decreased by one, since the current series numbered thirteen—but we are co-operating with Mr. White in building up such an organization that each one of the twelve pictures which he is to make during the year will be a feature comedy in every respect, although they will continue to be released in two reels.

"We look for the biggest year in the career of this young comedy genius in 1922-1923."

Warm Weather Helps "Beyond the Rocks"

The Capitol theatre, Winnipeg, did a tremendous business with "Beyond the Rocks," the week of May 29. Although the weather was the warmest experienced in many a June the theatre did a large matinee business, while at nights people were turned away.

For Motion Picture Camera and Tripod, the right outfit for news work, apply Frank E. O'Byrne, Pathe Cameraman, 21 Dundas St. E.

Winnipeg Theatres Enjoying Good Summer Business

All the Winnipeg theatres of modern construction have had installed ice-cooled air plants and these are working excellently and are helping to keep business up in spite of the unusual heat experienced this early in the summer. None of the theatres have closed and all are doing a fair business, while a few are doing a large business by steady attention to a uniform programme.

First National Admits They Have Greatest of All Moving Pictures

"SMILIN' THROUGH" week at the Allen June the 19th to 24th will be brought into prominence by tie-ups with the Rotary, Kiwanis, Motor League and merchants, the title and the slogan is a natural exploitation possibility, it means, breathes and savors of prosperity and happiness, it is optimism for business, all lines of adventure and carries a direct appeal to the business man. "Smilin' Through" is now known as "The best the screen can give." If Norma Talmadge was adored by the movie fans, "Smilin' Through" will make her, now, an object of worship, its the greatest picture she ever made and First National is proud indeed to be the distributor of such a wonderful attraction. Exhibitors who are farsighted can see in "Smilin' Through" a life-saving summer week, extended runs in every city during the hottest weather presages the fact that the fans can't stay away from an attraction of its calibre.

"Smilin' Through" needs no adjectives, no loud-mouthed publicity agent to shout its praises, no salesmen to argue pro and con its merits. No inducements are needed by shrewd showmen to see at a glance the results that obtain at the boxoffice and in the good-will created at their theatre in the presenting of "Smilin' Through."

First National admits they have the greatest moving picture since the inception of moving pictures, and if you don't come "Smilin' Through" with First National, you can blame yourself.

"The Beautiful Liar" Voted Best of Summer Pictures

The Allen theatre in Winnipeg, has reduced its orchestra to eight pieces, all soloists of reputation, directed by Charles Manning. These musicians play only in the evenings; Harold Green at the organ supplies the afternoon music. Katherine MacDonald in "The Beautiful Liar," was voted as the best of summer pictures; it did a big business the week of June 3. The annual presentation of "Hearts of the World" at the Province did a surprisingly good business. This is also an Allen theatre.

JULY 1st
DOMINION NUMBER
Canadian Moving Picture Activities

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DIGEST LIST OF THEATRES PROVINCE OF SASKATCHEWAN

PLACE	NAME OF THEATRE
Alsask	Masonic
Aneroid	Aneroid Opera House
Arcola	Princess
Assiniboia	Olympia
Alameda	Alameda
Admiral	Empire
Battleford	Bojou
Biggar	Majestic
Borden	Borden
Bredenbury	Big Four
Broadview	Star
Buchanan	Empire
Blane Lake	Star
Bienfair	Hudson Bay Amusement
Cabri	Rex
Canora	Royal
Carnduff	Carnduff
Cupar	Imperial
Central Butte	Princess
Cudworth	Cudworth
Davidson	Pallas
East End	Pastime
Estevan	Orpheum
"	Delight
Esterhazy	Esterhazy
Elfros	Elfros
Ft. Qu Appelle	Elite
Fairlight	Homemakers
Foam Lake	Municipal
Fleming	Speers
Govan	Pastime
Gull Lake	Lyceum
Gravelbourg	Variety
Grenfell	Windsor
Humboldt	Lux
Harris	Amusu
Hyas	Municipal
Indian Head	Auditorium
Imperial	Lyceum
Kamsack	Elite
Kerrobert	Orpheum
Kindersley	Rex
Kipling	Kipling
Kincaid	Globe
Kinistino	Marlow
Killaley	Ludwar
Leader	Leader
Lloydminster	Empress
Lang	Noltes
Limerick	Dix
Lumsden	Lyric
La Fleche	Globe
Leslie	Municipal
Langenburg	Modern Woodman
Luseland	Community
Maple Creek	Grand
Melfort	Grand
Melville	Princess
Moosomin	Lyric
Moose Jaw	Sherman
"	Allen
"	Savoy
"	Orpheum
"	Strand
Milestone	Municipal
Mossbank	Rose
Maryfield	Maryfield
Maechwell	Town Hall
Meyronne	Meyronne
Macklin	Macklin
"	Eagle
McNutt	Rathgeber
Nokomis	Nokomis
N. Battleford	Empress
"	Duchess
Norquay	Norquay
Outlook	Lyric
Oxbow	Wylies
Prelate	Prelate
Prince Albert	Strand
"	Orpheum
Punnichy	Punnichy
Piapot	Massey
Preeceville	Preeceville
Pelly	G.W.V.A.
Perdue	Perdue
Plato	Plato
Rosetown	Unique
Rosthern	Orpheum
Radville	Province
Regina	Allen
"	Rex
"	Sherman
"	Grand
"	Rose
"	Regina
"	Capitol
Raymore	Raymore
Rhein	Smiths
Riverhurst	Palace
Riceton	Riceton
Ridgedale	Ridgedale
Semans	Coliscum
Shaunavon	Idle Hour
Strassbourg	Last Mountain
Swift Current	Eagle
"	Lyric
Saskatoon	Empire
"	Bijou
"	Victoria
"	Daylight
Star City	Gayety
Stockholm	St. Joseph
Sintaluta	Memorial
Stenen	Municipal
Star City	Grand
Tompkins	Rex
Tisdale	New
Turtleford	Recreation
Unity	Auditorium
Verigen	Hodlingers
Webb	Webb
Weyburn	Hi-art
Whitewood	Whitewoor
Wilkie	Elite
Wolsely	Savoy
Wynyard	Dreamland
Watrous	Majestic
Watson	Star
Wapella	Municipal
Wakaw	Wakaw
Welwyn	Davis's
Wawota	Allison's
Yorkton	Princess
"	Yorkton
St. Brieux	Strand

Irvin Willat To Direct "On the High Seas"

The first original story for the screen by Edward Sheldon, famous author of "Salvation Nell," "The Song of Songs," "Romance," "The Nigger" and other stage successes, is shortly to be put in production by Paramount. "On the High Seas" is the title and it has been assigned to Irvin Willat to produce.

Dorothy Dalton and Jack Holt will be featured in the new picture and Mitchell Lewis will have an important role. Mr. Sheldon's original has been adapted for the screen by E. M. Ingleton.

Mr. Willat has just completed the filming of "The Siren Call," in which Miss Dalton is also the featured player, and just as soon as he finishes the cutting he will turn his entire attention to the Sheldon story.

"Policing the Plains" To Be Filmed In Vancouver

A company is being formed in Vancouver, B.C. to film the scenes of a suitable type in Rev. R. G. MacBeth's book, "Policing the Plains," the real life story of the Mounted Police, recently issued. Mr. MacBeth is a native of Kildonan, near Winnipeg.

Montreal Theatrical Managers' Association Re-elect Officers

The Montreal Theatrical Managers' Protective Association held a luncheon at the Press Club here recently which was followed by the annual meeting and the election of officers. All of the present officers who have served for the past year were re-elected as follows:

President, Manager Conover, Imperial; Vice-President, Abbie Wright, manager Princess; Secretary and Treasurer, M. Garfield, manager Gayety. A vote of thanks was tendered them for their services of the past year and the support of the entire association was pledged to them for the coming year. It was pointed out that much had been done for the benefit of the various theatres and the theatrical business in general and that the coming year would be an important one as the managers feel they had not received the consideration in the past which is due them and they intend to fight for their rights. Among other things, it was pointed out that they were more heavily taxed than managers in other cities of the Dominion.

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HODKINSON SUGGESTIONS FOR EXPLOITING HUGO BALLIN'S "OTHER WOMEN'S CLOTHES"

"OTHER Women's Clothes" offers a wonderful opportunity for a style show prologue, and the act can be put on at little or no expense to the theatre.

The idea is to stage a style parade. Get the leading gown shop in your neighborhood to lend you the gowns and make a similar arrangement with one of your millinery shops. The girls who take part in the style parade can be neighborhood girls. Put the show on in the form of a contest, offering a small cash prize to the girl who receives the most applause. The act can be put on before the opening of the picture. The prize feature will tend to stimulate interest in the show and the girls who take part will get their friends to work for them. To repay the shops for the use of the gowns place two half-sheet cards on the stage reading: "Hats loaned by Elite Hat Shop," and "Gowns loaned by Modern Gown Shop." This advertising will more than repay the shops for the use of their apparel.

The lobby displays can be made very attractive by using wax figures dressed in attractive spring and summer styles. The same arrangement that you make with the various shops for the use of hats and gowns for the prologue will serve to secure the models and gowns for your lobby. In order to protect the wax figures, and also to make the display more attractive, set the figures in a space in your lobby which has been roped off. The billing can be placed on a banner over the display and the credit cards set on small easels.

The picture also adapts itself readily to store tie-ups in the form of window displays on spring and summer styles. Special window displays of gowns and hats are not necessary, as the average apparel shop is constantly displaying the latest models in its windows. Simply make out half-sheet cards reading, "Don't Envy Other Women's Clothes," and get a few of the most progressive stores to place these in their windows with their usual displays of gowns and hats.

A good street ballyhoo can be worked out by using the "find the woman" stunt. A good trick isn't spoiled by occasional use, and this is one that always gets results. Engage an attractive young lady to appear on the streets and in different stores at appointed hours. In your newspaper advertising announce that free tickets will be given every person who identifies the woman who is wearing "Other Women's Clothes." In order to secure the prize it will be necessary to approach the girl in question and say: "You are wearing 'Other Women's Clothes.'" If the woman in question happens to be the right one she will give the person who approached her two tickets for the picture. Newspapers generally assign a reporter to follow the "woman" in these stunts as mistakes are frequent and its furnishes good copy. In this way you will reap the benefit of considerable additional publicity.

The Salvation Army will also tie-up with you on this picture. Get them to open a headquarters for old clothes and place a sign in the windows reading, "We are collecting 'Other Women's Clothes.'" Co-operate with the Salvation Army in your newspaper advertising, urging women to leave their old clothes at the Salvation Army store.

Battle "Jules of the River" Challenges Fight In "The Spoilers"

AFTER the terrific bare-fisted fight in "The Spoilers," Rex Beach's famous story, motion picture history seemed to stand still so far as fights were concerned. No one to date has ever equalled it for tensity and real honest-to-goodness scrapping.

It has remained for Irving Cummings to put forward a fight which challenges comparison with William Farnum's epoch-making battle.

Cummings plays the part of Corporal Campbell of the Northwest Mounted Police. He is sent out to get a woman who is charged with the murder of her husband.

The woman's husband has a treacherous brother, one Jacques. When Jacques comes upon Corporal Campbell in the cabin of the wife, Marie, he sets out to kill the officer.

Corporal Campbell realizes that it is not only his life he must battle for, but if he is defeated he knows Jacques will harm the woman.

The Cummings' picture, "Jules of the River," a two-reel featurette, released thru Educational, the third of the Maple Leaf productions.

W. P. Wilson Stands Them Out With "Wild Honey"

Manager W. P. Wilson of the Garrick, Winnipeg, reports that he stood the people out each night during his week's run of "Wild Honey," a Universal-Jewel. He had nothing on his programme but films all week to attract people, so it speaks well for the screen story and Priscilla Dean's drawing powers.

Preparations For Big Week With Pretty Louise Lovely

Louise Lovely, who has been appearing in person with her company on the Pacific coast, will appear at the Allen, Winnipeg, the week of June 26, and preparations are being made for a gala occasion.

An Elaborate Vision Scene Feature of "Manslaughter"

Cecil B. DeMille took a part of his company to Santa Barbara last week for scene for "Manslaughter," his current production for Paramount. There some of the sensational incidents leading up to the big situation in the picture were made. This week Mr. DeMille is filming an elaborate vision scene which is to be one of the biggest features of the production. Thomas Meighan, Leatrice Joy, Lois Wilson and others appear in the fine cast of this Jeanie Macpherson adaptation of Alice Duer Miller's novel.

Mary Miles Minter Starts "The Cowboy and Lady"

Mary Miles Minter, back from her vacation in Honolulu, will start, with Tom Moore, on a production for Paramount of "The Cowboy and the Lady," Clyde Fitch's play which is said to present an angle on the boundless West quite new to pictures. John S. Robertson will direct the picture.

Daughter Pete Saucier Killed By Automobile

The DIGEST wishes to extend its condolences to Pete Saucier, operator of the Albee Realty, on the occasion of the death of his little daughter, Pearl, who was run over and killed by an automobile last week.

PATHE NEWS UNDER CONTROL OF REGAL

Pathe News, now under the control of Regal, is turning out some first-class local pictures which are very popular at the theatres in Montreal. Pathe lets very little get by in the way of happenings in Montreal and district.

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CHICAGO TRIBUNE COMMENTS EDITORIALLY ON FIRST NATIONAL--"SMILIN' THROUGH"

"At Woods' theatre there is a play presenting life as a stupid and dirty joke. At the Chicago theatre, a block east is a movie presenting life as a spiritual romance In about a block the theatre goes from the mud to the skies. To what we have already said of the bath house production at Woods' we add the suggestion that people who have wasted several hours there go to the Chicago and clean up.

"Smilin' Through" was here with Jane Cowl last year. Norma Talmadge does it for the movies with the advantages of the movies. On the screen the influence of the spiritualized love story can go into every town in the country. Ten thousand people can see Miss Talmadge where one could see Miss Cowl.

This is a tremendous increase in influence. The drama itself is one which forces the belief in the sublimination of human emotions, purposes and character. It insists to many people who have lost some of their belief in the possibility of romantic good that human life can be developed into forms which are beautiful, clean, and spiritual. It says that men and women may have ideals which are not lost in contact with realties, that they may be well bred, tenacious in their love, simple in their lives, and clean in their thoughts and emotions.

The minor sins of some movie productions are lacking in the screening of "Smilin' Through." Charms of simplicity are not so often sought by a producer. Out in Hollywood they generally think that if wealth is indicated in the characters it must be represented by bathing girls jumping into marble pools in the blue moonlight and by doubling up the butlers as the de luxe Uncle Tommers double up the Topsies.

The producer of "Smilin' Through" has kept it in the garden where it belongs. Wealth is indicated, but there is only one servant, the housekeeper. Good breeding creates the atmosphere, and there are no offenses against it.

In the charming garden the story is unfolded with the miraculous power of the camera to produce effects. The two love stories reveal the steadfastness of the lovers to sustain affection above the shock of tragedy and the test of time. That, if only an illusion, is one which people want to cherish and one which gives them inspiration to try to cherish.

The old lover who loses his bride by the shot of a jealous rival carries his sublime romance into eternity with him. The young lover who nearly loses his girl through the passion of hatred the old man has for the family of the assassin and again through the maiming he suffers in war and the consequent self-depreciation, is, you know, as durable in fealty and fine in emotions as the older man.

People in their stumblings through life try to keep their eyes fixed on a star. We do not believe that in realistic plays they should be deluded, but we believe that a tonic of romance does the spiritual man good. We believe that people will go into a spiritualized world in "Smilin' Through" and that they will return from it with an inspiration. They may have been looking into a mirror deceiving them with a grace and beauty and worth which is not to be found in their mirror of life.

Even as an illusion it is good. Man should be noble if only in his dreams."

NEW FACES SEEN IN CHRISTIE COMEDIES

Many new faces are to be seen in the new Christie Comedies being released by Educational. Among them is the smiling one that belongs to Katherine Lewis, the blonde beauty who supports Dorothy Devore in "Saving Sister Susie," now being released in Canada. Miss Lewis plays the part of Dorothy's older sister, who conspires with their mother to dress Dorothy as a ten-year-old so that the older sister may have a chance to get a husband.

Cast of Wild Irish Rose Was Carefully Selected

The cast of "My Wild Irish Rose" was selected with the greatest care. Pat O'Malley assumes the role of Conn the shaughraun, a local name for an irresponsible ne'er-do-well. The three heroines are played by Helen Howard, Maude Emery and Pauline Starke. Little Richard Daniels, the "freckledest" boy on the screen, who made such a success in "The Little Minister," has an important role in this production.

Funds Being Secured To Reorganize Allen Theatres

G. L. Clarkson, assignee for the Allen creditors, presided at a meeting which was held in New York last week. It is said that an effort is being made to reorganize the Allen Theatres, Limited, and that certain funds are in the process of being secured for this purpose.

Theatre for sale newly built seating capacity five hundred, beautifully decorated stage for vaudeville latest equipment it is an up to date theatre good location, reason for sale have other theatres in the United States to attend to. Cost $4,500 forty five hundred will sell for $3,500.00 thirty five hundred. Address New Princess Theatre, Sault Ste. Marie, Ont.

Girl Looks Like Jackie Coogan Wins Regent Prize

The Regent theatre inaugurated a new idea here recently by offering a prize for the Montreal youngster who could make up most closely to resemble the popular juvenile hero Jackie Coogan. Some 250 tried out their luck and finally the prize was awarded. The winning competitor turned out to be a girl. The contest excited much comment and certainly scored a big advertising hit for the theatre.

Judge Ousley at Moose Jaw, Sask., rescinded the injunction entered by William Clark, motion picture theatre owner, against the Saskatchewan Municipal Amusement Tax, and the double tax is now effective in all theatres of that city. It is 20 per cent. of the admission.

Dempsey-Carpentier Fight Definitely To Take Place

Discussing the prospects of another Dempsey-Carpentier fight Mr. J. Kearns, Dempsey's manager, says:

"You may accept it as definite that the fight will take place between now and June 1, 1923.

"Already an offer of £75,000 has come in, but it is yet open to any promoter in England to make a bid, and, naturally, the best inducement will prevail.

"No decision has been reached as to when and where the fight will take place, except that it will be in Europe —if not in London, then in Paris, or somewhere on the Continent."

Calgary will have the distinction of showing, first in Canada, "Orphans of the Storm" which opens in that city on June 8.

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NEW THEATRES BEING PLANNED FOR WINNIPEG PROGRESSING FAST

THEATRE building is going ahead in Winnipeg. At the corner of Parkview and Portage avenue, in St. James suburb, work is progressing on a new picture house which will cost $60,000. Its size will be 50 by 125, and the construction is on the most modern lines after the plans of the Garrick theatre in Winnipeg. M. Blankstein is the architect. It will seat 1,200 people. The new film exchange is away to a good start and will be completed in four months. Carter Halls are the contractors. The Rex theatre, one of the Allen chain of houses in Winnipeg, is being entirely changed in style and accommodation. It is the north Main street house of the Allens and a brick front instead of the ornate design will be built. A month will be spent on renovating and improving the Strand, where pictures will be run until the end of June.

Another theatre is being planned for Winnipeg to cost $40,000. While the site has not yet been decided on, plans are being prepared and the last word in theatre construction will be put into this building.

AMERICAN PRODUCERS TO PRODUCE PICTURES FOR AMERICA IN GERMANY

AMERICAN producers are gathering in Berlin to work out plans for increased production of pictures in Germany and for wider distribution of American-made product in Central Europe.

Ben Blumenthal, President, and Ralph A. Kohn, Vice-President and Treasurer of the Hamilton Theatrical Corporation, sailed for Europe on the Majestic last Saturday.

They will confer with Albert A. Kaufman, who is in charge of European production for Hamilton Theatrical Corporation, and lay plans to produce the type of pictures now in demand for American distribution. Mr. Blumenthal and Mr. Kohn will remain in Germany for about three months to see these productions started.

Three production units are now making pictures in Europe for the Hamilton Company and a fourth, headed by Director Joe May, will begin filming in August.

In addition to arranging for future production in Germany, Mr. Kohn and Mr. Blumenthal will arrange for a wider distribution of Paramount pictures in the Central European countries. The Hamilton Theatrical Corporation has the exclusive agency for these pictures for all of those countries, and it is probable agencies will be opened throughout this territory for the handling of American productions.

While in Europe, Mr. Blumenthal and Mr. Kohn, who are also president and vice-president, respectively, of United Plays, Inc., which company owns the rights in English speaking countries to several hundred dramatic and musical productions, will select for American production from current European successes other plays to follow "Liliom," "The Last Waltz" and "The Rose of Stamboul," which had their origin in Europe and were brought to Broadway by United Plays, Inc. This company has contracts with practically all of the large publishing houses of Germany, giving to it the exclusive production rights to the best of German stage plays.

DE GRANDCOURT'S METHODS IN CANADA ARE THE RESULT OF WIDE KNOWLEDGE OF PUBLICITY GAME

THE success of de Grandcourt's publicity methods in Canada is the natural reflection of several years of specialising in the study of varied forms of exploitation—mostly of a dignified nature. He was for a considerable time associated with V. Stefansson, the famous Arctic Exploror, assisting him in the management and exploitation of his extensive lecture tours throughout the United States, and accompanying him to Ottawa, and London, England, in connection with his widely heralded reindeer development plans in Northern Canada. From this he turned to legitimate productions in New York, being appointed by Lee & J. J. Shubert to exploit solely those productions in which they were starring William Faversham. His publicity work in connection with "The Silver Fox," one of the outstanding plays of the 1921 season in New York, established what was probably a record for consistent exploitation in the columns of the metropolitan dailies, and included an entirely original tie-up with the *New York Times* and with one of the most fashionable women's stores on Fifth Avenue, both of which are considered forbidden territory to the exploiteer. At this time he arranged a special moving picture publicity stunt for William Faversham, and this was his first taste of the "fillums." At the end of the run of "The Silver Fox" he entered the moving picture field with enthusiasm, and was eventually sent to Canada by William Fox to create the department whose work we have already outlined.

Rupert Hughes Compliments "Too Much Business"

Rupert Hughes, who describes himself as a "fanatic on the scientific and skillful handling of farce and comedy," has written Jess Robbins, complimenting him lavishly on his production, "Too Much Business."

Duncan Pulls New One In "The Fighting Guide"

William Duncan, in his new picture, "The Fighting Guide," has injected one bit of stirring realism that is believed to be entirely new, on the screen or off it. In a breakneck horseback chase, when at a distance of six feet to the left, and a full length to the rear of the pursued, he crouches, on his feet in the saddle, and with a spring like the strike of a rattler, he lands on the back of the other rider, bearing him to the road. The horses were not slackened in the least, and the two plunge, with the momentum of the fall, with a crash into the bushes, at the side of the trail. Duncan paid dearly for this stunt, with a week of lameness, despite which he appeared on location daily. Joe Dominguez, the chap who participates as the victim, took his medicine like the good Indian that he is.

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DIGFST REVIEWS "HOW TO GROW THIN," CAMERA CLASSICS NO. 5 AND "KISSING CUP'S RACE"

"HOW TO GROW THIN" is certainly an appropriate title for this Educational novelty as it is just what it describes. This is a single reeler designed to show the double chin and ample waist line and then proceeds to show ladies how to reduce and maintain, what you might call, a willowy figure.

The picture opens with an explanation of Nature's process of storing fat during the early years of babyhood to be used up during the more active periods of life. Then that age, the early thirties, is reached when Heza Gobbler and Ima Gobbler "settle down" for life. "Buxom, blithe, and debonair" but mostly Buxom; that's Ma Gobbler. Mrs. Eaton Gurothin, a friend of the Gobblers, also thirty-seven but of a featherweight girth, appears on the scene and recommends that Ma Gobbler try Dr. Anderson's treatment for disposing of that surplus fat.

The remaining portion of the reel is a simple pictorial illustration of the methods followed out and the results obtained.

This picture is interesting throughout, and deserves a feature position on any bill. "How to Grow Thin" with proper exploitation should draw them in.

"KISSING CUP'S RACE" is a pleasing race track drama starring Violet Hobson an English star of no mean ability. It is one of those pictures apparently intended for the Exhibitor who wants to rest up a bit after big rentals and at the same time present something which is sufficiently interesting to satisfy his patrons. "Kissing Cup's Race" fills the bill in A1 style. No one will be bored by it, no one will be offended by it. It is as clean as they come, and it has a pleasing though not unusual story.

The race itself is worked up neatly and the finish furnishes great excitement. For the small and medium sized house, "Kissing Cup's Race" should prove most acceptable. It is not a "special," nor does it pretend in any way to be elaborate, but granting that racing pictures have an appeal, it is most satisfactory entertainment.

"Kissing Cup's Race" an all British production, released through Canadian Exhibitors Exchange.

"SPRINGTIME SKETCHES," the fifth release of "Camera Classics" not only retains the standard of the early releases but one might say goes them one better. The close-ups of the intimacies of the barn yard in conjunction with the clever titles and excellent photography makes this section of No. 5 release a bit of nature study hard to be surpassed. The tale of Whoa introduces the inevitable Maude and she has not diminished her propensities for kicking. Our rube friend does some trick riding and the introduction of the slow photography reveals that a mule's kick though speedy and weighty when analyzed slowly is a graceful if a painful thing. However some elimination of the slow-motion scenes would speed up this bit to better advantage.

"Arctic Antics" the last chapter of "Springtime Sketches" introduces an Arctic story in cartoon and this keeps up the pace of the first chapter while introducing something entirely different and much in the nature of a novelty.

No. 5 release of "Camera Classics" is good.

Christie To Bring Back English and French Comedienne

Word has been received at the home office of Educational Film Exchanges, Inc., from Al Christie, supervising director of Educational-Christie Comedies, who has just arrived in Europe, telling of plans to bring back an English and a French girl to make up an international comedy trio for Christie Comedies.

Shortly before leaving Los Angeles for New York to sail for Europe, Mr. Christie engaged Natalie Johnson, a typical American girl, formerly with the Ziegfeld Follies in New York. While in London he will try to pick out a typical English girl, and then will select a French girl in Paris. With the help of the "international sense of humor" which Christie hopes to develop on his trip, the international trio should make a valuable addition to some forthcoming Christie Comedies.

Production will go right ahead at the Christie Studio during the six weeks Christie intends to spend in Europe. Work has already begun on "The Son of a Sheik," in which Christie will take a fling at the deluge of desert pictures which have followed the success of "The Sheik." This is following up the idea which brought "Cold Feet," a travesty on the show melodramas. Neal Burns and Viora Daniel are being featured in "The Son of a Sheik." Scott Sidney is directing.

"FOOLISH WIVES" ACTUALLY COST A MILLION UNIVERSAL CLAIM

For magnitude and vast expenditures of money, Universal's masterpiece, "Foolish Wives," directed by Erich von Stroheim, is far in excess of any previous photodrama ever conceived.

This production actually cost more than one million dollars and was over a year in the making, but contrary to many so-called "million-dollar productions," the expenditure in both time and money in "Foolish Wives" is apparent.

A recent analysis of the cost of the production shows $400,000 as the construction cost for the sets used. The replica of Monte Carlo built at Monterey is estimated at $120,000; the magnificent group of buildings erected at Universal City to show Monte Carlo from the landside cost $150,000 and an Italian villa with its surrounding grounds cost $25,000. Fifteen interior sets of unusual splendor cost $100,000.

More than 325,000 square feet of lumber was used in construction work at an approximate cost of $75 per thousand feet. In addition to this, many news stages had to be built to contain the huge settings.

The entire expense of the production was almost equally divided between construction cost on the settings and the expense of keeping the vast army of players, assistant directors and extra people necessary for the picture. There were as many as 2,000 extra people used at one time in the big crowd scenes, all of them drawing from $10 to $50 a day, while the salaries of the principal players and von Stroheim's executive assistants totalled thousands of dollars a week.

The film is recognized in moving picture circles as "the greatest achievement of Carl Laemmle, chief of the Universal Film Company."

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This Sign Turns the Crowds!

When your competitor's feature is as good as yours, turn the crowds in *your* direction by presenting Educational Pictures on your program, and exhibiting our posters and lobby cards *prominently* in your theatre entrance.

Half your program is made up of Short Subjects — and your audience knows it. They know, also, that Educational Pictures are the best Short Subjects obtainable, and that, when they see our trade-mark outside a theatre, they are insured a *whole* evening's entertainment inside.

The following Short Subjects make well-balanced programs:

Christie Comedies

Torchy Comedies

Mermaid Comedies

Campbell Comedies

Toonerville Comedies
By Fontaine Fox

Short-Reel Features
By Selig-Rork

Wilderness Tales
By Robert C. Bruce

Sketchografs-Cartoons
By Julian Ollendorff

Camera Classics
Canadian-made Features

Tony Sarg's Almanac
and Specials like
"How To Grow Thin"

And a New Educational Acquisition

Maple Leaf Productions

FOR ONTARIO

Series of Seven. Your Lucky Number and Ours

1. "Campbell of the Mounted"
2. "Valley of the Missing"
3. "Jules of the River"
4. "Trapped"
5. "The Avenger"
6. Title to be announced
7. Title to be announced

Canadian Educational Films Ltd. Toronto Montreal St. John Winnipeg Calgary Vancouver

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TITLES:-

East Lynne
By Mrs. Henry Wood

God's Crucible
By Ralph Connor

Lavender & Old Lace
By Myrtle Reed

Mysterious Rider
By Zane Grey

Fifty Candles
By Earl Derr Biggers

Jane Eyre
By Charlotte Bronte

At the Sign of the Jack O'Lantern
By Myrtle Reed

The Face of the World
By Johan Bojer

Man of the Forest
By Zane Grey

French Heels
An Irene Castle Picture

Cameron of The Royal Mounted
By Ralph Connor

Rip Van Winkle
Washington Irving

The Light in the Clearing
By Irving Bacheller

Free Air
By Sinclair Lewis

No Trespassing
An Irene Castle Picture

Other Women's Clothes
A Mabel Ballin Picture

After all that's what brings 'em in

HODKINSON PICTURES

thru

The Famous Players Film Service Ltd.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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CANADIAN MOVING PICTURE DIGEST

FOOLISH WIVES

Smashed Records
Week June 12

Pantages - Hamilton
Allen - Montreal
Allen - London

Now Booking For
September-October Dates

JUNE 17th, 1922.
TORONTO, CANADA

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DIGEST LIST OF THEATRES IN PROVINCE OF ALBERTA

THEATRE	LOCATION
Regal	Alix
Gem	Bassano
Bently Opera House	Bently
Lyceum	Big Valley
Blackie Auditorium	Blackie
Orpheum	Blairmore
Allen	Calgary
Allen's Palace	"
Bijou	"
Capitol	"
Dreamland	"
Empress	"
Grand	"
Regent	"
Bailey	Camrose
Carbon	Carbon
Palace	Cardston
Rex	Claresholm
Felix	Clive
Coleman Opera House	Coleman
Grand	"
Star	Coronation
Delburne Opera House	Delburne
Didsbury Opera House	Didsbury
Napier Theatre	Drumheller
Regent	"
Allen	Edmonton
Dreamland	"
Empress	"
Gem	"
Monarch	"
New Empire	"
Princess	"
Rialto	"
Rose	"
Strand	"
Idyl Hour	Edson
Grand	Empress
Star	Ft. Saskatchewan
Gleichen Opera House	Gleichen
Starland	Granum
Shacker	Hanna
Electric	High River
Hillcrest Opera House	Hillcrest
Innisfail Opera House	Innisfail
Empire	Killam
Rex	Lacombe
Colonial	Lethbridge
Empress	"
Kings	"
Majestic	"
Empress	MacLeod
Empress	Magrath
Dreamland	Medicine Hat
Empress	"
Monarch	"
Crystal	Milk River
Grand	Mirror
Mt. Park Social Club	Mt. Park
Rex	Nanton
Dayton	New Dayton
Empress	Nordegg
Oyen	Oyen
Empire	Peace River
Pincher Creek Opera House	Pincher Creek
Empress Theatre	Ponoka
Rex	Raymond
Amuse-U	Redcliff
Rex	Red Deer
Rimbey Town Hall	Rimbey
Pastime	Rocky Mt. House
Brunelle	St. Paul
Revilo	Spirit River
Baby Grand	Stavely
Stettler Opera House	Stettler
G. W. V. A.	Strathmore
Variety	Tofield
Rex	Taber
Dobbins	Vegreville
Columbia	Vermillion
Vulcan Opera House	Vulcan
Elite	Wainright
Empress	Warner
Westlock	Westlock
Angus	Westaskiwin
Bubbles	"
Rex	Youngstown

Digest Reviews "Sisters"

"SISTERS" is a Canadian Releasing Corp. picture. Based on the novel by Kathleen Norris it tells the story of how a woman, by her idealism and courage preserves the sacredness of marriage both in her own life and in her sister's. The interest is keen since all the things you expect are going to happen do not happen as you expect they will, the unexpected does happen however. To people who are accustomed to thinking this picture will be a treat. If the public are looking for clean pictures, here is one clean enough for them to support. Seena Owen as the elder sister, did a splendid bit of acting in her big scenes which called for a suppression of the emotional temperament and yet necessitated that the emotions held under control should be there to be controlled. Gladys Leslie as the younger sister gave to the part the spirit of youth and wilfulness, a wilfulness which develops into a selfishness which would ruin four lives in order to satisfy her anger against her husband. Through this wilfulness, however, Miss Leslie imparts a lovable quality which retains for her the sympathy of her audience, although they believe that a good spanking would not prove amiss. Matt Moore as Peter Joyce played with intelligence and reserve a most difficult part, for he too had to remain a hero under circumstances which might have lost this qualification for him; and in the reunion with his wife left the audience with a feeling that they were glad his wife had not left him to his deserts. The direction by Albert Capellani needs no further comment. We know Capellani directs to the advantage of both players and story. "Sisters" ran as a novel in Hearst's *"Good Housekeeping Magazine."* The title is rather tame and so sensational exploitation angles should be indulged in to draw your audience, who will find the picture free from sensational features which are objectionable in the slightest degree. Catch-lines of endless variety on the divorce question and a controversy on divorce would help to draw them in. Also special appeal to young married couples who are trying to stay married. "Sisters" will solve their problem we hope for them. It is a picture for the newlyweds. A bit preachy, but then we always call the Truth preachy because it takes an effort on our parts to apply Truth and the best of us have our lazy moments and like the Easy Road. The censors must have had a lazy time with "Sisters." It looks as if they had nothing to cut.

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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THE CANADIAN PRODUCT'S TRADE WEEKLY MAGAZINE

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"Wolf! Wolf!"

ONCE upon a time, and this is no fairy tale although it starts off like one, there was a shepherd who amused himself by calling, "Wolf, Wolf." His neighbors came repeatedly to his rescue, but continually finding no wolf they made up their mind that the "wolf-cry" was a kind of obsession with the lad; and agreed that the next time he cried "Wolf" they would pay no attention to him. One day a wolf did appear upon the scene and the shepherd's flock was in danger. The shepherd cried, "Wolf, Wolf" repeatedly, his cry increased in volume, but his neighbors payed no attention to him and the Wolf carried off the best of his lambs. I cannot remember the time when I have heard an exhibitor say he was doing good business, and of late he has developed a habit of continually crying "Wolf, Wolf." Last year it was the hot wave, this year there has been no hot wave as yet, the weather has in fact been remarkably cool, but the cry of "Wolf, Wolf" prevails.

Most of the Exchanges are complaining because of the demand for repeated cuts in prices, a cut after a cut has already been made; and threats of cancellation if these cuts are not complied with. There should be a standard of honor and business maintained in this business and exhibitors should understand as well as exchanges that a contract means more than a scrap of paper. Outside of the moving picture business, in the mercantile field for example, a firm contracts to buy from another firm a certain amount of their product, when business slows up, the buyer accepts his goods and asks for no reduction, that is if he wishes to continue to do business with the firm he has been doing business with. Men who are in the habit of contracting for goods and then asking for a cut or threatening cancellation of their order are very quickly eliminated from the books of reputable firms and also forced to live up to their contract. The blame lies to a great extent with the exchanges, who in competing with each other cut prices to such an extent that the exhibitor comes very naturally to the conclusion that if one exchange can afford to cut, so can the other; and if he can buy at this cut price, he can buy still lower and this cut price must remain for all time, for exchanges are not giving away their product. Poor business from a standpoint of the future. Poor business for the exchange who is giving the exhibitor the wrong idea of values; and poor business for the exhibitor who buys where he gets the lowest cut regardless of contracts; and regardless of the fact that he is throwing down the firm who has supported him during his era of prosperity and before the "cutting" process was introduced to kill competition.

Cannot the exhibitor understand that every good Trademark killed, means that he will have to pay more for the remaining Trademarks? Cannot he understand that no Exchange is in business for the exhibitor's good, any more than is any exhibitor in business for the good of an exchange? Watch the stores which give bargains, they reduce one product, perhaps by a dollar and put on one dollar and a quarter profit on another product which you need and buy, not on bargain day either, for this is a necessity. It is the game of giving something with one hand and taking it away with the other. The man who can watch the bargain-counter so that he gets only bargains and watch himself so that he is not caught, on what is not a bargain, has not been born yet. Despatches received by Dun's review state that there is considerable building activities going on in the Dominion, the crop situation is satisfactory with favorable weather conditions prevailing, recovery of the iron and steel industry, normal conditions becoming established in paper and pulp. The activities prevailing in mining regions have furnished employment for greater numbers, which makes the retail situation much improved. Lumber too is looking up being much in demand. Wholesalers too are reporting that orders are coming in from rural and city Trade. Considering the terrific slump the business world has come through, those engaged in our business should tone down their complaints. We are not so badly off, nor have we been so badly off; and most of our suffering has been through our own fault. When people have plenty of money they are a bit careless about spending it, but when "hard times" and "no money" becomes the every-day expression, the people are apt to consider how they are spending what they have to spend; and a great number of the moving pictures offered this season and last have been "bunk." Taking money under false pretences. The people are initiated into the mysteries of picture exploitation. The picture has to be back of what is said about it, or picture business will remain bad. Your brass band and street parade and all the other circus stunts might get them in to-day, but remember you expect to be in business to-morrow; and the public are not suffering from softening of the brain, their memory is good.

—RAY LEWIS

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REV. DR. S. G. BLAND TAKES SERMON FROM "IF WINTER COMES"

THE STAR, Toronto, published the following article commenting upon a sermon which was preached at the Broadway Methodist Tabernacle Sunday evening June 4th. The text of the sermon was taken from "If Winter Comes" which furnishes a character of such Christ-like attributes that a screen presentation cannot help but prove of great service.

"For a Methodist preacher to take a popular novel as the theme of his Sunday evening sermon is something of a novelty. Rev. Dr. S. G. Bland did it at Broadway Methodist Tabernacle last night when he spoke on "The Christianity of 'If Winter Comes'," sketched the story in outline and drew some lessons from the characters and the incidents in the book.

"It is close to the heart of Christianity," he declared in summing up his conclusions. "I humbly bow myself before the man who could conceive such a Christlike thing as Mark Sabre did." This had reference to the act of Sabre, the main character of the novel, in foregoing his revenge on the man who had wronged him, and in burning the letter that would have cleared the reputation of Sabre from the cloud that hung over it.

Dr. Bland began his sermon with a justification of discussing a novel from the pulpit. It was a power in the land—the modern novel—and the preacher was wise who would try to reach his people through what interested them. The old saying of "let me write the songs of a nation and I care not who writes its laws" might now be amended to substitute novels, plays and movies for songs. He instanced how "Uncle Tom's Cabin" had started the movement that brought on the civil war and smashed slavery. Dickens' "Bleak-House," had greatly lessened the legal delays which were the abomination of the English chancery courts. In his own early life "John Halifax, Gentleman," had been a great inspiration to him to lead a good life.

"And the Pilgrim's Progress, which has influenced the English-speaking people more for good than any other book except the Bible—what is it but a novel?" asked Dr. Bland. Therefore he argued that when such a book as "If Winter Comes," had such a large sale it was proper for the pulpit to take note of it.

The chief characteristic of Mark Sabre, hero of the story, was his constant effort to see some good in the other fellow, to get the other fellow's point of view.

"We need more of that," said Dr. Bland. "We in Canada need a baptism of the spirit that will try to understand the other fellow. How much time do Protestants spend trying to understand Roman Catholics? Or how much time do Roman Catholics spend trying to understand Protestants? How much time does Ontario spend trying to understand Quebec? Or Quebec trying to understand Ontario? Or the east the west? That is the need of the day."

"The trouble with us is that we just get our eye on one thing—the thing that we want—and we go smashing ahead without trying to make any effort to understand the other man or to get his point of view," said Dr. Bland." "If Winter Comes" to be Fox release.

FIFTH RELEASE OF CAMERA CLASSICS INTRODUCES A NEW NOVELTY---"ARCTIC ANTICS"

SIMULTANEOUS with the commencement of their biggest summer program since picture production was introduced into Canada Filmcraft Industries are releasing the fifth edition of Camera Classics, and in arranging for its distribution Educational Films Ltd. are justified in claiming that it is one of the smartest one reel subjects that they have booked since the new year. With the presentation of the latest feature, the firms aim to produce the most unique compilation of short subject features, that have yet been incorporated in a thousand foot release, has been realized. In less than three months a group of the cleverest novelties arranged in a magazine reel have been offered by a Canadian firm to the Canadian public with such marked success that a demand has not only been created locally for this type of subject, but enquiries are being received from all points in the Dominion and also from the United States and Great Britain. Camera Classics arrived on the market at the psychological moment. Theatre managers were beginning to realize that they would have to adopt a policy of greater variety in their programs. Short novelties are becoming a screen vogue, and their popularity is growing steadily.

"Camera Classics" the Filmcraft product has been booked in close to 200 theatres in Ontario and Winnipeg alone, since the first release in March.

One of the outstanding achievements of this Canadian producing company is the presentation of the cartoon subject with a photographed background—a type of feature that has created very wide interest, and for which Filmcraft is alone responsible. The combination of animated cartoon features is surpassed in this latest release, while the animation is the best that has been done in the Filmcraft Studios.

In addition to "Arctic Antics" the storm of ingenuous inhabitant of Iceland, Filmcraft's fifth edition introduces a highly entertaining slow motion comedy subject "A Tale of Whoa" featuring one of the best known characters in the realm of comedy. A fascinating little scenic depicting life on the farm in springtime completes this interesting release which marks the attainment of Filmcraft's first goal as regards the Camera Classics series.

LYCEUM TO PLAY "FOOLISH WIVES" AND OTHER BIG FEATURES

The Lyceum theatre, Winnipeg, has bought "Foolish Wives" on the understanding the censors do not cut it too much. It will also be shown in Starland and College theatres. A. R. McNichol's other two Winnipeg houses. The owner of these houses has also bought "Theodora," "Orphans of the Storm," "The Ruling Passion" with George Arliss in the lead; "The Prodigal Judge"; two Rex pictures, "Fair Lady" and "The Iron Trail"; "The Man From Downing Street" and "Bring Him In," two Earle Williams pictures; "Heart of the North" and "Love Never Dies."

BLANCHE PAYSON FOR CENTURY COMEDIES LONG CONTRACT

Stern Brothers have signed up Blanche Payson for Century Comedies on a long term contract. Blanche is the six feet four giantess who attained fame some four or five years ago as chief of police at Universal City. Her latest efforts have been confined to making comedies under Arvid Gillstrom, notably "Too Much Family" in support of Lee Moran.

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"FOOLISH WIVES" AND GEORGE ROTSKY PACK THEM IN ALLEN HOUSE DESPITE HOT WEATHER

WHAT possibilities for the Moving Picture theatre exhibitor exist even in the height of the hot weather when houses are being closed up and the cry of bad business is being heard everywhere are illustrated by what has been happening in Montreal last week at the Allen. Manager George Rotsky booked a really big picture "Foolish Wives," a Universal release, and by special exploitation methods combined with the intrinsic value of the picture itself, broke all the records of his theatre whether for a summer or winter season. When "Foolish Wives" was offered on the Sunday, the house was besieged by a crowd of hundreds of patrons who were so eager to get in that doors were broken and women fainted in the crush. Hundreds were forced to give up the effort to get in and the motto for the Allen for the whole of the first week including even the usually quiet Monday matinee, was Standing Room Only. The Exploitation of this picture was combined with advertising of Vinolia Soap Co., Ltd.; the Montreal Light Heat and Power Company, and a number of other enterprises. so that wherever one went one was confronted with the title of the picture worked in with objects of everyday use such as the average housewife is certain to see and buy. Mike Wilks, Director of Publicity of Canada for Universal was there the whole period and showed what could be done by judicious working up of effects. At the end of the first week, the interest was kept up to boiling point by the personal appearance of the star of the picture, Miss Maude George, on the stage of the Allen theatre, so that patrons who had already seen the film were all agog to go again. Altogether even the versatile George has a record which he is not likely to see reached again even in the palmiest days of the picture business when all the world and his wife is in town and there are no outside country attractions waiting to lure him away from the theatre.

PRESENT CHRISTIE SERIES FOR EDUCATIONAL COMPLETED WITH THE JULY RELEASE

BOBBY VERNON and Charlotte Stevens, and Neal Burns and Vera Steadman are featured respectively in the two new Christie Comedies which are released during the month of June through Educational exchanges. With one more comedy featuring Dorothy Devore in July the present series of twenty four pictures will be completed.

"A Hickory Hick" is the title of the Bobby Vernon picture. This is a story of a country fellow turned loose in the city with his young bride in the clutches of oil sharks, directed by Harold Beaudine from the story by Robert Hall. A novelty of the picture is a trip to Heaven, with Saint Peter's role filled by the versatile comedian Gus Leonard.

"Bucking Broadway," released on June 18th, presents the gay and brilliant atmosphere of back stage with the principals of a New York musical comedy. Such players as Neal Burns, Vera Steadman, Lincoln Plummer, Henry Murdock, Billy Fletcher and Isabel Bryant lend color to their roles of soubrette, stage-door-Johnny, Father, a handy justice of the peace, etc. A great deal of the comedy is derived from the situation in which Burns, thwarted by Father from marrying the soubrette, joins the show as a chorusman and brings a marrying Justice with him disguised as a chorus girl.

"Mile-a-minute Mary," a camping out story with Dorothy Devore, will complete the year's Christie Comedy series. Harold Beaudine also directed this picture, while Scott Sidney made "Bucking Broadway." The last two comedies were written by Frank Conklin and Walter Graham respectively.

R.-C. Trademark to be apparently eliminated. Mr. P. Powers to call his organization the F. B. O. booking offices.

"Once To Every Woman" plays the Strand week of July 2rd, Toronto. This picture appears to be popular enough for big dates on repeated engagements.

BIG CHIEF ELK HONORARY MEMBER KIWANIS

BIG CHIEF ELK, who has been making personal appearances throughout Canada in connection with "Before the White Man Came" an Indian Love Romance, is an honorary member of the Kiwanis organization. He was one of the most interesting characters in the monster parade during the international convention of Kiwanians held at Toronto. The giant parade of about 5000 Kiwanians, 1500 motors paraded Wednesday in Toronto. The city was appropriately decorated, the Union Jack and Stars and Stripes floating side by side, while British and U. S. symbols were artistically arranged. The theatres had their Kiwanis signs of welcome and business was good.

Mitchell S. Bernstein Given Stag Dinner In Celebration of Marriage

Mitchell S. Bernstein manager of Regal Branch in St. John was given a stag dinner at the Royal Hotel, by his host of friends, on the preceding eve of his marriage. The toastmaster was J. A. Kraker, who proposed the toast to the king. The toast to "our guest" was responded to by Mr. Bernstein, who made a very happy speech. Among those who enjoyed the festal occasion were four members of the Marty Dupree theatrical troupe, male species, who entertained with songs and patter. W. J. Melody of the Fox Film, not only graced the banquetting board with his presence but rendered several vocal selections much to the delight of his hearers. The DIGEST offers Mr. Bernstein its best wishes and heartiest congratulations. Another good man gone right.

Theatre for sale newly built seating capacity five hundred, beautifully decorated stage for vaudeville latest equipment it is an up to date theatre good location, reason for sale have other theatres in the United States to attend to. Cost $45,000 (forty five thousand) will sell for $35,000 (thirty five thousand). Address New Princess Theatre, Sault Ste. Marie, Ont.

Federated Opens Permanent Headquarters in New York

Federated Film Exchanges of America, Inc., have moved their New York office to 220 West 48th Street.

Federated is now negotiating for several special short reel subjects of unusual merit and also a series of box-office value features.

Announcement of these acquisitions will be made from time to time.

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Shipman Closes Another Big Deal For Pictures

Ernest Shipman has purchased the financial interests which were held by the Luporini Bros. in the "Ultra" Company of Rome. Mr. Shipman's interest is now equal to that held by Dr. Francesco Stame, president of the "Ultra." Weiss brothers will exploit the great Biblical Italian spectacle, "After Six Days," in which Shipman has retained an interest. The Shipman contract with "Ultra" calls for an average of four productions a year and covers a five-year period, it also gives Shipman exclusive control of all American Italian film activities in Italy in which Shipman or "Ultra" are interested. A series of productions are to be made from F. Marion Crawford's novels. Mr. Shipman visited Toronto this week.

Exact Monte Carlo Scenes Reproduced in "Foolish Wives"

"Foolish Wives," the super-picture now being released throughout Canada is said to be the first real million dollar picture. Its actual cost up to the time of its first showing was $1,103,736. This stupendous sum was expended in the construction of gigantic and costly sets and in the hiring of thousands of "extra" actors and actresses to make up the crowd scenes. Erich von Stroheim, the auhtor, director and principal actor in the picture, prided himself upon reproducing at Universal City, Cal., the exact scenes and activities to be found at Mone Carlo. The three principal buildings at Monte Carlo were duplicated in California with remarkable fidelity for the making of "Foolish Wives." These were the Casino, better known as the Hall of Chance, the Hotel de Paris and the Cafe de Paris. The interiors were fitted with the same furnishings as used in the original structures, even to the monograms on the hotel linen. Erich von Stroheim, the director and star, demanded absolute verisimilitude.

Winnipeg Theatre Managers Get New Appointments

On leaving the College theatre, Winnipeg, to take over the management of the Lyceum theatre, one of the leading down town houses of Winnipeg, Manager P. D. Egan was presented with an address and a gold watch suitably engraved, the presentation being made by Walter Dolman, the organist, on behalf of the staff. George L. Larsen, former manager of the Bijou, Winnipeg, has been appointed manager of the College.

WILLIAM FOX SENDS OPEN LETTER IN REGARD TO "NERO"

"NERO" heralds an epoch in the art of motion picture making. With pardonable pride I believe I can honestly say it transcends what has come before. It is symbolical of progress and high endeavor.

Here is a motion picture made, not by artisans, but by artists. It is a picture rich in drama, passion and elemental things yet also anathologically superb.

There is indeed nothing more difficult than accurately to revivify stirring history on the screen and indeed there are few things more worth doing. "Nero" as a story is as varied as Dumas, as exciting as Stevenson and as real as Defoe.

History records no more dramatic moments than the fall of the last of the bloody Caesars. The cinema production "Nero" has caught the sparkle of this greatest period in Roman history and blazoned the high lights and shadows with astounding fidelity to detail.

It is an absorbing story of sublime faith and sacrifice, of almost unbelievable tyranny and lust. The scenes were taken against some of the most beautiful backgrounds of Europe and in some of the most historic structures of the Old World.

"Nero" comes as an apostle of realism in the motion picture. The artists who had a hand in its making have given a fresh impetus to endeavor. I present it to the world as a climax of motion picture progress.

(Signed) *WILLIAM FOX*

SOME DIFFICULTY WITH MUSICIANS ALLEGED AT ALLEN AND REGENT

A BILL was handed to the DIGEST stating that the Palace, Allen and Regent theatres were employing non-union musicians, operators, stage employees as Strikebreakers. That the managers refuse to arbitrate. Union men were asked not to patronize these theatres because they are unfair to organized labor. The bill was stamped with the Allied Union seal of Calgary. It seems that as far as the Allens are concerned they have a contract with musicians in the suburban houses for 52 weeks a year, but it is verbally agreed and understood that in the event of business getting bad, the four musicians employed in the suburban houses would agree to lay off during the summer months, the houses only retaining piano players. When this verbal agreement was invoked, the musicians it is said disagreed and threatened to call a strike. The men are said to be still out in Calgary. In Toronto at the Allen Theatres the men have asked to be reinstated until July 2, when a committee will decide the finality of the matter. One going to press we have not as yet learned whether the Allen theatres woudl agree to keep the men until July 2nd. As far as the Regent Theatre is concerned upon interviewing Mr. Arthurs, he stated that the bill was libellous, they have not had any difficulty with their musicians either here or in Calgary.

A New Batch of Rumors About Who Will Get the Allen Theatres

If we published a new batch of rumors in reference to the Allen theatres it would be to the effect that most of the meetings are being postponed, because a reorganization is in process. A reorganization whereby Goldwyn will have something to say about the future of the Allen Theatres. Rumors persist in associating Associated First National with Goldwyn. O well, it is an ill-wind which blows nobody good. A combination of this kind should help liven up Trade conditions in Canada. Meanwhile still other rumors state that Mr. Nathanson is still negotiating and that he will get the theatres while the others are not looking. Most of the creditors are using binoculars. It's a great game if you don't weaken.

Foolish Wives Continues To Smash All Records

Foolish Wives was held over for two extra days at the Allen, London, for a second week at the Allen Montreal. The line-ups in Hamilton at the Pantages both afternoon and evening were long and wide, and all records said to have been broken. Mr. Rotsky of the Allen, Montreal is to be congratulated upon the splendid coloured page of advertisement on "Foolish Wives" which he carried in one of the local papers.

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DIGEST REVIEWS "SMILIN' THROUGH" AND "MY WILD IRISH ROSE"

"SMILIN' THROUGH" is worth talking about. An Associated First National attraction of which they can be proud. Adapted from Allen Langdon Martin's really famous play and directed by Sidney A. Franklin it gives Norma Talmadge a role which she must have loved and which other screen artists must long for. "Smilin' Through" starts off quietly, a bit draggy, but as the story unfolds, it holds the interest and the drifting feeling is lost in one of repose and contentment. For those who believe in "Dust to dust" and "Ashes to ashes" as the ultimate and inevitable goal of man, "Smilin' Through" gives them a glimpse of the beyond, the other border which is divided from our border only through our own limitations. For those who believe that the world is in the throes of a materialization from which we cannot emerge, the romance of "Smilin' Through" smashes through into a world of dreams, love, faith, friendships and all the attributes which must have made the first garden Eden. Love is strong and love is young in "Smilin' Through." Love is sweet and love is tragic and bitter in "Smilin' Through," but it is all love and where love reigns the bitterness and the tragedy must pass away and only the sweetness remain. Conan Doyle could he see, "Smilin' Through" would wonder why he had not thought to write such a story and yet the elements of spiritism, which sensible and sensitive people find objectionable, is not to be found in "Smilin' Through." Love needs no medium to call to love. "Smilin' Through" has within it the spiritual qualities of that element of spiritism which we find in Barrie's works. Indeed there is an affinity between this play and "Mary Rose." Plays and pictures of this type leave you feeling clean, feeling exalted, glad to be alive, more tender and compassionate toward youth, love, more tolerant even toward your enemies. Without preaching "Smilin' Through" delivers a sermon straight to the heart. Norma Talmadge, as "Moonyeen" the bride and as Kathleen, the neice had as fine a part as could be found for her and she played it with an artistry which added to the poetic exaltation of the picture. Norma never tries to act, therein lies her charm. She is the part which she interprets and she and that part merge into one. Wyndham Standing as John Carteret, the bridegroom and later the disappointed old man was excellent although I liked his interpretation as the young lover better. Not that the old man was not an admirable bit of work, but the younger role was more evenly sustained throughout. Alex B. Francis as Doctor Owen contributed a splendid characterization, and made the doctor quite a lovable character. Harrison Ford was splendid as the young lover : Kenneth Wayne overacted a bit in the role of Jeremiah Wayne in the frenzied scene. Little Mary played by Miriam Battista was quite good. The direction of the picture registered the quality which the story should convey and the technical properties were also in keeping with the artistic characterization of the star, giving her splendid support and background. Grace Griswold as Ellen did such a splendid bit of work that it would be a pity to forget to mention this. "Smilin' Through" has big exploitation possibilities. It should please those who have not lost their relationship to the word human. All the finer methods of publicity and exploitation should be utilized in order to attract those people who are eagerly seeking for the unusual in refinement, the unusual in pictures. This class will do the most talking. The others will come and be pleased also.

"MY WILD IRISH ROSE" Vitagraph's adaptation of the Shaughraun by Dion Boucicault is so Irish that you can smell the Shamrock. It is a David Smith production and for this true glimpse of Ireland the director is to be congratulated. It is a long time since I have seen one of the old school of Irish plays with its comedy and drama interwoven. It took me back to Dan McCarthy's plays where the Irish colleens "sassed" the English soldiery and the English soldiery ended up by marrying the "Wild Irish Rose" who "sassed" him. Vitagraph's story, although introducing the Sinn Fein element and the English soldier, handles the theme in such a manner that it cannot offend the English nor displease the reddest Sinn Feiner. A story of this kind must tend to a greater understanding between both Irish and English for as the case generally is, a country's worst enemies are found within her own doors and this is applicable to nations also, who have been betrayed by people of their own nationality, through the "informers" greed of gold. "My Wild Irish Rose" has in the heart of its story just such a betrayal, but the hero is pardoned, for what he did not do and he returns from prison to marry the Rose which bloomed only for him. It is surprising how a simple little story can hold the interest; and again a simple picture knocks the theory of the "big picture" into a cocked hat. A picture is only big when its interest is big, outside of interest accessories count but 25%. "My Wild Irish Rose" needs a soloist to sing the song through the scenes where a place has been arranged for this. Of course it is not a necessity, but would add about 50% to the atmosphere and help put the picture over from one of its biggest exploitation angles. If you want an Irish picture you can't do better than "My Wild Irish Rose" it's as Irish as Paddy's pig. And don't be afraid of "My Wild Irish Rose" causing any ill-feeling. It has been too cleverly directed not to have overcome this possibility. The cast proved splendid throughout.

Trade in Winnipeg Give Nathanson a Banquet

Before leaving for Toronto to take up new duties in charge of Pathe distribution for Canada, Henry L. Nathanson, manager of Regals, was tendered a banquet by the Winnipeg exhibitors and film exchange heads and presented with a fine gold watch, suitably engraved, by 75 guests. W. S. Jones, acting president of the Exhibitors, made the presentation and presided at the dinner.

Stephenson Attractions Likely To Be Handled By Capital Film Company

Charles Stephenson, of the Stephenson Attractions, Toronto, was in Winnipeg June 10 and arranged for the taking over of his films by the Capitol Film Co. of Winnipeg, to reduce overhead expenses. The agreement has yet to be ratified in Toronto. Fred W. Crosbie will remain in charge of the distribution end in Winnipeg.

Censorship in Alberta Two Dollars a Reel

The fee for the censorship of films in Alberta in future has now been made $2 a reel. The government, now run by farmers, had intended to make it $3 a reel but a delegation from Calgary, Edmonton and other centres, waited on the premier and protested vigorously, and a compromise was effected. It is effective from April 1.

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Eunuch Moving Pictures

THE Bay of Quinte Conference, held at Whitby, Ont., was opened by the Rev. C. C. Washington of the Social Service committee, who in commenting upon the increase of smoking, gambling, illegitimacy and general laxity in moral conditions did not omit to mention the menace of "certain types of pictures which can only be termed "sex movies," which, stimulating the passions, have a weakening effect on our social standards." The passions of mankind are not as we know relegated to the expression of sex desire. It is not our intention to enumerate the various multiple passions which originate in the senses of man and stimulated by his mental capacity cause so much of the mischief in the world. Rev. C. C. Washington, however seems to associate the passions with the passion of sex and the stimulation or exciting of this sex passion is linked up with "sex movies" and considered undesirable.

According to Orthodoxy, the eating of the fruit of the Tree of the Knowledge of Good and Evil in the Garden of Eden was against the wishes and commandment of the Supreme Intelligence, for no sooner had this fruit been eaten than the partakers of the fruit realized that they were naked and were ashamed. The Good Book states that Adam was made in The Image of His Maker, that in the plan of creation, He Who Created Saw that His Creation was good. In making Man, Good must have also been the ideal and in the formation of woman from the bone of man, according to the orthodox acceptance, she too must have been created good. What then was the sin of the eating of the Forbidden Fruit? First that a commandment was broken, the sin of disobedience, but did the Commander give a commandment just for the sake of being obeyed, and without any reason or necessity back of the commandment? This does not appeal to the thinking man and we must therefore conclude that back of the commandment not to eat of the Tree of Knowledge of Good and Evil was a reason. Let us go into the Genesis story a little further and endeavor to find the reason. The partakers of the fruit discovered that they were naked and were ashamed; and they hid from the Voice of their Creator. And The Voice in speaking unto them said, "Who told thee thou wert naked?" and the story goes on to say that The Voice asked them if they had eaten of the Tree of The Knowledge of Good and Evil. It seems from the very beginning of our existence to be naked and ashamed of our nakedness came with the Knowledge of Good and Evil. The body built in The Image of Its Creator, Temple for The Living God, was desecrated and named a thing of shame, to be tortured, abhorred and covered up. So strong did this feeling of abhorrence of the body become that Life projected a counter-movement and the adoration of the body through the spirit of paganism was revived. In conjunction and opposing this reverence and exaltation in the use and realization of the body was the opposing movement of orthodoxy, which still looks upon the body as a thing of shame.

In association with the body is the sex desire. If the opponents of the expression of sex would only realize that they are dealing with a force which is responsible for the formation of their body, the thinking power which controls that body, the maintenance of that body, physically and spiritually, they would stop all this foolish talk about the degradation of sex. There is nothing wrong with sex, save that which you associate with sex mentally. The stimulation of sex-powers does not necessarily result in a waste of sex force, or a degradation, perversion of sex, for not a poem, a symphony, an ideal has been given during the whole course of Man's Existence but that it had the Creative Force Sex as its impulse. The power of creating is Sex physically, mentally and spiritually. It was manifested first in the Creation of the forces which we call physical. A Sexless God would be a God Incapable of Creating and this is a libel on the God We Understand and Recognize.

If the organizations for good would stop preaching about the sin of sex and teach their listeners how to use the most divine and powerful force in creation, intelligently, there would be no need for the formation of committees to safeguard the morals of the weaklings, there would be no weaklings, for all men would know wherein lies their strength. The social service committee in their meeting passed a resolution to ameliorate the influence of the moving picture Ameliorate is a nice, kind word. Other social service committees have been reported as saying that the annihilation of moving pictures should be the work of the committee. Only last week a newspaper reporting on the work of a certain council said that one of the speakers advocated the supporting of a certain other interest, promising that such support would within six months kill moving pic-

(Continued Page 6)

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ALLENS GRANTED AN EXTENSION ASSOCIATED 1ST NATIONAL RESCUE

WHO will get the Allen Theatres has ceased to be a problem. It vexed the Moving Picture Interests in Toronto to such an extent that everybody interested, directly and indirectly were waiting for the "Big thing" to happen. It happened and business in Moving Pictures resumes its normal swing. The creditors agreed to give the Allens an extension for an indefinite period. The Allens claimed they would pay off all creditors, dollar for dollar, should this extension be granted. The Associated First National are reported to have loaned The Allens One Hundred Thousand Dollars that they might be enabled to continue in business. Mr. Perkins, of the Perkins Electric Ltd. and Nicholas Power Co.; one of the Allen creditors is reported as having loaned The Allens an additional Twenty-Five Thousand Dollars with which to continue in business. Mr. N. L. Nathanson, who represented several creditors, Hamilton Terminal Co.; Webber Signs, United Typewriter Co.; Bryant Press, Condor Lamp Co.; Chas. Altar, Herald Printing Co.; Rice Lewis & Sons, Ltd.; Grand & Toy, Ltd.; is reported as having, on behalf of the Famous Players Canadian Corporation, Limited, made the creditors an offer of One million and fifty thousand dollars, for the Allen Theatres, this offer was rejected, for it would have given the creditors about forty-five to sixty cents on the dollar and would not have given it is alleged any protection to the shareholders. It looks as if there must be some money in running a Moving Picture Theatre or the Allens and Mr. Nathanson, both firms credited with having plenty of business acumen would not have fought so hard to retain and acquire a chain of Moving Picture theatres. The moral effect of the fight should not be lost upon exhibitors, who have been inclined to be "scared out" or give up the ghost through lack of courage to "carry on." It is further reported that the special creditors committee will continue to exist and that the loan granted by Associated First National does not obligate the committee to purchase Associated First National Pictures. They are apparently no strings to the loan which would cut off other Independent producers from having a showing in any of the Allen Theatres. The creditors it is reported were influenced to grant the extension of time upon noting the increased revenue Allen Theatres of late were reporting and the possibility for the continuance of this good business made the proposition of an extension most desirable. We are glad it's all over. Let's all go to work.

H. L. Nathanson To Handle Entire Distribution Pathe Subjects For All Canada

H. L. Nathanson, district manager for western Canada for the Regals for the past five years, left Winnipeg June 6, for Toronto, to take over the distribution for all Canada of the Pathe subjects.

FOR SALE. — Edison, Model D, Mounted Picture Machine, with Arc and Nitrogen Lamp; also one-eighth H.P. D. C. Motor, with Rheostat, price $250; also 1500 Watt D. C. Dynamo, price $100. All in perfect condition. John Douglas, R.R. No. 2, Mallorytown, Ontario.

Canadian-owned Film Exchange Operated By Exhibitors Proves To Be A Success in the Dominion

IT has often been claimed that it would be an utter impossibility for a Canadian-owned Film Exchange to be a success, but the financial reports that have been mailed to the shareholders of the Canadian Exhibitors Exchange Limited, eliminates all doubt of the aforementioned.

This film exchange is just celebrating its third birthday by declaring a 5% dividend, being the second one during its short existence. A wonderful precedent has been established, by the Canadian Exhibitors Exchange.

Incorporated three years ago with the small capital of $37,000, but with the united support of one-hundred and thirty-seven independent theatre owners this company has become a profitable institution. It is now one of the most important factors in the Canadian motion picture field and the strongest Independent force existing in Canada today.

All of this has been accomplished by the untiring efforts of its management, the careful curtailment of expense, the elimination of a fabulous salary list and cross-country trips of its executives, thus proving the heretofore, "impossibility" can be turned into a huge success, and its up to the Independent exhibitor to lend their support to this enterprising concern whose sole aim is to protect the interests of the Exhibitors from becoming monopolized.

Thru its new affiliations in New York and Los Angeles, the Canadian Exhibitors Exchange will soon be in a position to offer to the Independent exhibitor every possible class of film such as Specials, Program Features one and two reel comedies, one and two reel westerns serials and other novelties.

EDITORIAL (Continued)

tures. You know what Dr. Wilbur Crafts of the Reform Association did to our wide-awake producers. Met them on a very friendly and conciliatory basis, gently persuaded them to line up a bill of atrocities contained in the Moving Picture, which they would eliminate and prevent from being introduced in Moving Pictures and armed with this inflammatory document, Dr. Crafts had the strongest weapon with which to introduce and sponsor his Censorship propaganda and bill. Moral reformers are radicals, always, they never change their attitude toward what they intend to reform. The Moving Picture Interests should also be radical and attempt no conciliation with the people who believe they are doing God's work by putting Moving Pictures out of business. The committee recommended that representatives from all churches within a municipality should form a local board of censors with the cooperation of the social council, and these would create a public opinion which would not only ban that which was demoralizing, but give endorsation to those films which were healthy and stimulating. It must be remembered that this committee does not believe that sex expression is "healthy and stimulating" and since all stories have a love-interest and love is the very father of romance, romance the impulse of sex expression, the moving pictures which the committee would approve of would all be eunuchs. For those who do not understand the nature of a eunuch let us explain. The men who had harems generally engaged the services of a eunuch to guard the harem, the eunuch was a male incapable of sex expression, but ask him to cut off the head of one of the fair ladies of the harem, he had plenty of that kind of expression, executions of various kinds was the eunuch's specialty. Deliver us, O Lord from the eunuch age!

—RAY LEWIS

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ANCIENT ROME AND MODERN AMERICA REPRESENTED IN MANSLAUGHTER

IN spite of the fact that there were no photographers to record the dress and customs of the day when the barbarians overthrew ancient Rome, Cecil B. DeMille has produced, it is said, a historically faithful reproduction of this important event in the world's history for his latest Paramount picture, "Manslaughter."

The episode in question is a brief historical cutback but it vividly depicts the arrival of the barbarian hordes within the gates of the capital of the Roman Empire.

Weeks of research work on the part of the director, by Jeanie Macpherson, scenarist of the story; by Paul Iribe, art director of DeMille productions, and the studio research department, preceded the actual filming of the scenes.

Leatrice Joy, who is one of the principals of the modern portion of the story, is the hostess at a lavishly beautiful Roman bacchanal which is interrupted by Thomas Meighan in the role of the leader of the Goths. Lois Wilson, John Miltern and Casson Ferguson are the other members of the notable cast who appear in this sequence.

A strikingly realistic gladiatorial combat is one of the many interesting features of the bacchanalian entertainment. Here, again, intensive research work was done on the problems of costumes, customs and matters of procedure.

Although this episode required more than a week to film keeping nearly a thousand people employed, it will occupy the screen for only a few minutes. It is used to point a powerful lesson and serves to draw an interesting comparison between ancient Rome and modern America.

LLOYD HAMILTON IN "POOR BOY" GETS MUCH PRAISE FROM TRADE

"LLOYD HAMILTON has never made a better picture than 'Poor Boy!'" says the *New York Morning Telegraph.*

Reviewers for the trade papers were just as enthusiastic.

"Lloyd Hamilton's 'Poor Boy!' is billed as a Mermaid," says one. "Wrong. It's a Whale! While the last of the series it is of the quality producers always strive for in their first."

Another trade paper critic calls it "another splendid comedy," adding that "you can certainly count upon a good deal of laughter when you show this one."

And "Poor Boy!" is released just as the summer season gets so well under way than an exhibitor MUST have good pictures or have poor business.

"Rapid Fire" and "Treasure Bound," Jack White Productions in the Mermaid Comedy series, closing the 1921-1922 series, will be released in July and August. Into these pictures Mr. White has put as much thought and hard work as into any two pictures of the year.

"Rapid Fire" is "a corker!" according to one trade journal critic. "It never stops," he says, "although at the end of the first reel it seems impossible that the speed could be kept up"

The Christie Comedy Company, which set for itself an extra high standard for story and fun in "Cold Feet," the travesty on the Northwest Mounted Police, which was released at the end of May, has striven even to outdo this record in the final pictures of the 1921-1922 series of Christie Comedies.

"CAMERA CLASSICS" CONTINUE TO KEEP UP STANDARD OF THE TRADE

THE fifth edition of Camera Classics which had its premier at the Allen Theatre is conceded to be the best of the Filmcraft releases since the series had its inaugural showing five months ago. The Classics program was designed early this year to provide a new release every fourth week for one year. The Filmcraft product came into the market under the handicap of a very real prejudice combined in the exhibitors distrust of Canadian picture productions and their distaste for one-reel magazine subjects. Camera Classics has, in spite of these prejudices made motion picture history and in a field that was hitherto considered profitless, have created a demand that has kept the Educational busy supplying the requirements of exhibitors in Ontario, Quebec, and Manitoba. The fact that every release of Camera Classics has enjoyed the privilege of a premier in one or more of the leading theatres in Toronto augers well for the future of the short subject bearing the Filmcraft signature. Not once has a new edition been held up for an opening in a large house. The releases have been presented according to schedule in every instance and with the conclusion of each opening week, the approval of the exhibitors has been increasingly marked.

Mr. Blaine Irish who has much cause to be pleased with the success won by the Classics attributes the victory of Filmcraft's short subject features to the good work of his own staff, the co-operation received from the Educational Films, Ltd. who arranged the wide distribution that the Classics have had both in Ontario and Manitoba, and to the generous support of the *Toronto Daily Star,* and the *Manitoba Free Press,* whose columns have supplied such valuable aid in Filmcraft's extensive publicity campaign.

"While we recognize the benefit of the splendid assistance we have received, we know that the real secret of the Classics' success is due to our merit," declared Mr. Irish recently in commenting on the enthusiastic reception accorded Camera Classics Number Five at the Allen Theatre, "We know that if the Classics hadn't been A1 from the first release they would have disappeared from the horizon as quickly as they were produced. The fact that their popularity has grown and steadily and consistently is the best assurance we have that they are most creditable short subject releases. Their success is most encouraging. We are now certain that we have found a type of short feature that will more than satisfy the motion picture public, and with this conquest we are ready to go ahead on another type of short feature that will create a sensation even before this series of Classics is completed."

Mr. Irish referred to the children's comedies which are in the course of production and will be continued throughout the summer months. Filmcraft will have the next of these attractive features ready for distribution within a month's time to release in Camera Classics Number Six, after which releases will be delayed until early fall when the subsequent six editions will be released in close succession. Educational are releasing the entire series.

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'RADIO SPECIAL,' 'ACROSS THE CONTINENT,' 'POLLY OF FOLLIES' REVIEW

THE Sixth Release of "Camera Classics" Radio Special is about the finest Educational feature of this kind that I have seen in a short release. No wonder that the Educational manager Mr. Hanson expressed himself in such flattering terms in reference to this latest product of Filmcraft. "Radio Special" was made under the personal direction of Dr. Culver of the Canadian Independent Telephone Co. It is technically correct in its informative matter and illustrations. One has to follow the titles to follow Radio, although those who fail to read titles, and simply watch the animated illustrations will get some idea of what Radio is and how it is also. In watching the development of the unfoldment of Radio in "Radio Special," one is amazed, almost staggered at the amount of work this kind of a feature must have involved and that it was possible for the camera to register every bit of detail so accurately and in such an illuminating manner. "Radio Special" is not so scientific that it ceases to be entertainment and becomes the entertainment of the high-brows only. Every man, woman and child is thinking, talking, radio. Most of us talking and thinking rather vaguely, but despite this lack of knowledge upon our part, there is no lack of interest. Radio is the big, vital revelation in the world to-day. Not a new force, but the discovery of a force which has been with us since the beginning of life and even before man was here. Who knows but that Radio will prove the "Open Sesame" to the discovery of other forces which will prove to us indeed that this world of ours was created by an Intelligence which we cannot even conceive and that the things in this world of ours partake of the Greatness of its Creator. Radio Special" is unquestionably a feature. It will help those who talk radio to talk about it intelligently. In conjunction with the natural exploitation which this feature possesses is the physical exploitation which has been brought into co-operation.

The *Toronto Star,* the *Winnipeg Free Press* and other leading newspapers we are told will announce "Radio Special" at their Radio concerts which they are holding daily. They will name the theatres at which "Radio Special" is to play and also name the theatres at which "Radio Special" is playing. In conjunction with this Radio exploitation of "Radio Special," advertisements of the picture will be run in these newspapers on their Radio page. Educational are giving this special their very best concentrated efforts, for they feel that here is a release which cannot help but reflect great credit to their programme. "Radio Special" is in two reels. The exhibitor who books it without featuring it, had better leave it alone. Some things in life are too good to just be placed among the "also rans," "Radio Special" is one of these good things.

"POLLY OF THE FOLLIES" is a real summer picture, because there are no complications, save the complications of fun-making. Constance Talmadge is as clever as ever and even still cleverer as Polly. The picture introduces a satire on a Moving Picture, which although not new in its idea, is so unusually handled that you quite forget you ever saw this kind of a travesty before and sit back in keen enjoyment. The moral of "Polly of the Follies" is to let people do the things which they are most suited for. For instance a butcher should not be turned into a musician, despite that his mother loves music, the butcher instinct will still remain and he will butcher every musical composition placed before him. In other words "You can't make a silk purse out of a sow's ears" and when everybody in "Polly of the Follies" appear to be doing the thing they are unsuited for, the things they do not want to do, "Polly" helps to place them where they belong, furnishing some jolly entertainment all the time. Watching "Polly of the Follies" one came to the conclusion that many of the scenes and incidents were real pages out of life, cleverly interwoven; and perhaps it is these actualities which make this picture register so big. Constance Talmadge has a range of emotions to travel which gives her ample opportunity for a full display of her versatility and charm. Kenneth Harlan who plays opposite the star looked nice enough to love and his work registered as strongly as his looks. The cast revealed fine work from individual players. Exhibitors should have no difficulty in drawing them in with "Polly of the Follies." Constance Talmadge is the big draw of course and after the first day, your audience will do your exploitation. It is when witnessing pictures of the entertainment quality of this picture that we realize what splendid entertainment Moving Pictures can be.

"ACROSS THE CONTINENT," a Paramount release featuring Wallace Reid and Theodore Roberts, gives both these fine artists room to display their particular ability and individuality, although I think Roberts has the better of the parts. The story opens as if it might be an advertisement for the Ford car, although the name of the Tin Lizzie around which the story revolves is Dent. Four letters, just like Ford and in addition to this, the Dent car looks like a Ford, talks like a Ford and sells like a Ford. However "Across the Continent" is good entertainment and if the inspiration was the Ford car, it's none of our business where the inspiration comes from, as long as the inspired product gives us what we are paying to get, entertainment. Wallace Reid is the son of old man Dent, too good to ride in his father's car and so he buys a Fontaine, the one classy car his father hates. It seems that Tyler who makes the Fontaine has established a record across the continent for his car and has even resorted to crooked methods to keep this record unbeaten. The older Dent objects to his son's attitude toward the Dent car and a mild quarrel follows. Young Dent receives an invitation from the daughter of Tyler, whom he is a bit keen on, to take a trip across the continent with the Tylers, father and son, in their car. He accepts, but upon hearing of some crooked work pulled off by the Tylers in order to keep their record, he publishes an "Across the Continent" challenge, offering $25,000 to the winning car. The older Dent gets double-crossed by his driver and young Dent, who has purchased a "real car" for to beat the Fontaine, drives the Dent when he sees his dad bent upon taking the car himself into the race. The handling of the race was very exciting. It was great fun to hear the audience cheering for No. 3, the Dent car. It is thrilling when audiences can be made to cheer and applaud for a moving picture. "Across the Continent" is the real goods and with Theodore Roberts and Wallace Reid as stars, should gather them in strong. There is a bit of a love-story, just enough to give Mary MacLaren an opportunity as the amiable secretary who helps Dent win the race and in helping him helps herself to him as a husband. The other girl's part played by Betty Francisco, the daughter of Tyler who partakes of her father's nature, was a true bit of acting also. Exhibitors cannot make a mistake on this picture. It is unusual, pleasing, and interesting. The followers of Reid and Roberts will just love them in "Across the Continent."

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"DIGEST" LIST OF THEATRES IN PROVINCE OF MANITOBA

THEATRE	LOCATION
Allen	Donald St., Winnipeg
Arlington	Portage Ave. "
Baddow, 260 Tache (Norwood)	"
Bijou	Main St. "
Classic	203 Roseberry St. "
Colonial	634 Main St. "
Columbia	606 Main St. "
Corona	1433 Logan Ave. "
Crescent	654 Corydon Ave. "
Capitol	Portage Ave. "
College	Main St. North "
Chamberlain, Roseberry & Ness.	"
Dominion	Portage Ave. East "
Elm	392 Talbot Ave. "
Fort Rouge	Osborne St. "
Furby	Portage Ave. "
Garrick	Garry St. "
Gaiety	Portage Ave. "
Garden	184 Kelvin St. "
King's	1691 Portage Ave. "
Leland	Selkirk Ave. "
Lyceum	Portage Ave. "
Mac's	Sherbrooke & Ellice "
Monarch	Portage Ave. "
National	Fort St. "
Orpheum	Fort St. "
Osborne	Osborne St. "
Palace	Selkirk Ave. "
Pantages	Market St. East "
Park	Osborne St. "
Province	Notre Dame Ave. "
Queens	Selkirk Ave. "
Rex	Main St. "
Royal	Main St. North "
Rialto	Portage Ave. "
Star	Main St. North "
Starland	626 Main St. "
Strand	559 Main St. "
Walker	Smith St. "
Winnipeg	Notre Dame Ave. "
Wonderland	Sargent Ave. "
C. O. F. Hall	Austin
I. O. O. F. Hall	Arden
Moving Picture	Angusville
Amusement Hall	Beulah
Victoria Hall	Baldur
Savoy Theatre	Birtle
Lyric Theatre	Boissevain
Municipal Hall	"
Moving Picture	Beausejour
Benito Theatre	Benito
Waller Hall	Binscarth
Allen Theatre	Brandon
Strand Theatre	"
City Hall	"
Polish Hall	"
Memorial Hall	Carman
Orange Hall	Cartwright
Victoria Hall	Carberry
Moving Picture Theatre	"
Moving Picture Theatre	Crandall
C. O. F. Hall	Cypress River
C. O. F. Hall	Crystal City
Grand Theatre	Clanwilliam
Gay Theatre	Dauphin
Municipal Hall	"
Dauphin Theatre	"
Ukrainian Greek Catholic Library	"
Flynn's Hall	Deloraine
McLeod's Hall	Elkhorn
Rex Theatre	Emerson
Municipal Hall	"
Moving Picture Theatre	Elm Creek
Municipal Hall	Elphinstone
Elma Hall	Elma
Moving Picture Theatre	Eden
Savoy Theatre	Elkhorn
School Hall	Foxwarren
Moving Picture Theatre	Gardenton
Majestic Theatre	Gilbert Plains
Agricultural Hall	"
I. O. O. F. Hall	Glenboro
North West Hall	"
Orland Theatre	Grandview
Queen's Theatre	Gretna
Lansdowne Hall	Griswold
McConnell's Hall	Hamiota
Orange Hall	"
Lyceum Theatre	Hartney
Town Hall	"
Turner's Hall	Holland
Lyceum Theatre	Killarney
Municipal Hall	"
Moving Picture Theatre	Kelwood
School Hall	Lauder
I. O. O. F. Hall	Lyleton
Moving Picture Theatre	Lenore
Public Hall	La Broquerie
Town Hall	Manitou
Moving Picture Theatre	"
Moving Picture Theatre	Melita
I. O. O. F. Hall	Miami
Miniota Hall	Miniota
Moving Picture Theatre	Minitonas
Lyric Theatre	Minnedosa
Starland Theatre	Morden
Alexandra Hall	"
Victoria Hall	"
Princess Pat's Theatre	Morris
Allies Theatre	McGregor
Masonic Hall	"
De Witt's Hall	Napinka
Opera House Theatre	Neepawa
I. O. O. F. Hall	"
Moving Picture Theatre	Ninette
Moving Picture Theatre	Newdale
Lyceum Theatre	Oakburn
Star Theatre	Oak Lake
Municipal Hall	Oak River
Moving Picture Theatre	Oakville
Moving Picture Theatre	Plumas
Kibianco Hall	"
Empress	Portage La Prairie
Princess	"
Ukrainian National Home	"
I. O. O. F. Hall	Pierson
C. O. F. Hall	Pilot Mound
I. O. O. F. Hall	Rapid City
Scammell's Hall	Rathwell
Empire Theatre	Reston
Bijou Theatre	Rivers
Wagers Hall	"
Bijou Theatre	Russell
I. O. O. F. Hall	Roblin
Roland Theatre	Roland
Rossendale Hall	Rossendale
Rossburn Theatre	Rossburn
Rosenfeldt Theatre	Rosenfeldt
Municipal Hall	Stonewall
Moving Picture Theatre	St. Lazare
Royal Theatre	Selkirk
Central Theatre	"
Starland Theatre	Shoal Lake
I. O. O. F. Hall	"
Clemis Hall	Somerset
Lyceum Theatre	Souris
Palace Theatre	Stonewall
Municipal Hall	Strathclair
Stuartburn School Hall	Stuartburn
I. O. O. F. Hall	Swan Lake
Concert Hall	"
Palace Theatre	"
Hemmings Hall	"
Ruthenian Hall	Sandy Lake
Lyric Theatre	The Pas
Opera House Theatre	Transcona
Pollons Hall	Treherne
The Auditorium	Virden
I. O. O. F. Hall	Wawanesa
Beachview Theatre	Winnipeg B'ch
Rex Theatre	Winnipegosis

Free Press Reviews "O Promise Me," An Educational Comedy

"Oh Promise Me" is one of the best comedies Christie has done in many a month. It is filled with interest and runs along without a hitch. Towards the end it puts over a splendid thrill and a continuous laugh. The story deals with the boys who have returned from France and have a little club in Los Angeles. One of the fellows promises to marry twenty-four hours after Armistice Day, but when his girl hears about this she becomes very angry because she was not asked about it. To make good his promise Dick "who had been gassed by Cupid" several times, sends a cable to a French Dame whom he knew in Gay Paree. She sets sail at once. Dick and his girl have decided to get married on the day that the French girl was due to arrive. "Meet her and keep her away for a couple of hours" Dick tells his pals. They do, but they mistake the bride for the French girl. This is followed by the waiting-at-the-church scenes which are very funny. The titles are clever and the whole production given an air of reality.

Newspaper reviews the show at Pantages and in regard to Educational's "The Rainmaker" says, "Lloyd Hamilton in 'The Rainmaker' was the screen comedy; and it is one of the funniest of the season."

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PARAMOUNT RELEASE EARLY JULY JACK HOLT "MAN UNCONQUERABLE"

PARAMOUNT announces as its release for July 2, Jack Holt in "The Man Unconquerable," an adaptation by Julien Josephson of an original screen story by Hamilton Smith.

Atmospherically, Paramount says, this picture is almost as good as a trip into the South Seas, for it has the settings and locations of that part of the world reproduced with an adherence to detail that is said to be wholly delightful. It is a romance of the pearl fisheries and a magnificent pearl which is stolen, causing the murder of its owner, and which is later discovered, figures prominently in the story. There are many colorful scenes along the coast and in the interior of a tropical island, with striking incidents aboard pearl-fishing schooners, in the native quarters, and the like.

Jack Holt has a most congenial role, while Sylvia Breamer, who was seen in Cecil B. DeMille's production, "We Can't Have Everything," and in Maurice Tourneur's "My Lady's Garter," returns to the Paramount screen as leading woman in this picture. Clarence Burton has the chief heavy role and Ann Schaeffer, Jean de Briac, Edwin Stevens, and Willard Louis have fine character roles. The picture was directed by Joseph Henabery.

HODKINSON SPECIAL JANE EYRE TO PLAY THE ALLEN CIRCUIT

CONSIDERABLE competition for Jane Eyre the Hodkinson special between the representative first run theatres throughout the Dominion has been going on for some time. "Jane Eyre" will play the Allen circuit, the deal being recently consummated.

A special premiere showing was given before the managers of the various Allen Theatres recently with the idea of formulating plans for the carrying out of the extensive exploitation campaign which was prepared for the exhibition of this picture. It is said that the stunts to be used in the putting over of this picture with the moving picture public, will outdo anything that has been seen in the past.

JANE EYRE the first literary contribution by Charlotte Bronte, one of the most noted English authoresses, was originally published in England in 1847 at about the same time Thackeray's book VANITY FAIR was running as a serial publication, but Miss Bronte's novel became popular over night, and has maintained a reputation as being one of the greatest books ever published to this day.

Hugo Ballin the producer, in the picturization of JANE EYRE, has achieved the greatest success of his career He has followed the book in practically every detail, even the subtitles are taken from the story, rather than manufactured at the studio. The artistic effects which Mr. Ballin has shown in the picture are beautiful and numerous—English Manor Halls and castles; Victorian and Elizabethean interiors; old tally-ho's, with passengers on top, carrying the lighted flares that were given out by the guards as the passengers entered the coaches, there being no street lamps in London in 1847, and through all these English Streets, homes and gardens there moves a host of figures clad in the quaint costumes of the Mid-Victorian England.

To exhibitors JANE EYRE should come as a welcome box office attraction. It is a well-read popular story, clean and wholesome, a picture that mothers and fathers will want their children to see.

Mabel Ballin and Norman Trevor are the featured players.

Released by Hodkinson thru the Famous Players Film Service Limited.

Casino Ottawa Closes For Overhauling and Renovating

The Casino Theatre, Ottawa, Ontario, has been temporarily closed for a thorough overhauling and renovating. Manager Harold Vance is already making extensive preparations for the re-opening of the theatre in August.

W. M. Gladish Returns After Month's Vacation

W. M. Gladish, Ottawa correspondent of the DIGEST, returned to daily activities as a newspaperman on June 26 following a month's vacation during which he took a complete rest. "Glad" visited several cities of Western Ontario during his holidays.

Editor Ottawa Journal Surprised To Find How Good "Foolish Wives" Is

Will McLaughlin, moving picture editor of the Ottawa, Ontario, Journal, was particularly delighted with "Foolish Wives," which was presented at Allen's Regent Theatre, Ottawa, during the week of June 19, according to his comment in the moving picture section of The Journal on June 24. McLaughlin's delight was somewhat personal as he pointed out that he had spent some time at the actual Monte Carlo and when he saw the picture he was surprised to find that scenes in the famous centre had been so faithfully reproduced.

Big Ball Chateau Laurier "Man From Glengarry" Finished in Ottawa, Ont.

A big ball was held in the Chateau Laurier, Ottawa, Ontario, on June 22 to mark the shooting of the final scenes of "The Man From Glengarry" under the direction of Ernest Shipman and the Ottawa Film Productions, Limited. The magnificent ball room was filled with a gay and festive crowd which included all those who had taken part in the making of the picture, officers and directors of the company, local theatre men and many local citizens, wives and daughters.

Theatre Managers Associate Themselves With Kiwanis

A new Kiwanis Club has been organized at Pembroke, Ontario, with Will Rowland holding down the classification of theatre manager in the new club, Rowland being the manager of the local moving picture theatre. Another member is Ed. Moxley, proprietor of a local hotel, who is the son of J. T. Moxley, manager of the Russell Theatre at Ottawa.

Carpentier-Lewis Fight Big Theatres In Montreal

Famous Players are releasing shortly the Carpentier-Lewis fight in London and already have it booked with most of the big theatres in Montreal.

What the Critics Said About Jane Eyre

Morning Telegraph.—Is as charming as the lover of Charlotte Bronte would want it to be. A photoplay of unusual beauty—with all the mystery and tender romance of the story preserved.

Exhibitors Herald.—A well staged and delightfully photographed picturization of Charlotte Bronte's great novel.

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CANADIAN EXHIBITOR SHAREHOLDERS IN CANADIAN EXHIBITORS' EXCHANGE

OWNER	THEATRE	LOCATION
Arbor, J.	College Playhouse,	Toronto, Ont.
Alexander, H.	Park,	" "
Anderson, W. S.	U'Kum,	Kincardine, "
Appelbaum, A.	Reo,	Toronto, "
Besvenick, J. S.	Moss Park,	" "
Blanchet, J.	Crystal,	North Bay, "
"	Grand,	" "
Boyd, J. A.	Model,	Toronto, "
Bloom, S.	Academy,	" "
Brady, J. C.	Madison,	" "
Bruck, J. H.	Grand,	Pembroke, "
Bugg, A.	Model,	Midland, "
Burk, Lorne	Star,	Blind River, "
Cardie, R. J.	Empire,	Toronto, "
Cohen, J.	Classic,	" "
Cooper, A. A.	Lyceum,	Huntsville, "
Crang, J.	Oakwood,	Toronto, "
Crossman, C.	Temple,	" "
Cunningham, R. H.	Unique,	London, "
Curry, C. W.	Favorite,	Windsor, "
Dawdy, W. C.	Grand,	Welland, "
Feighen, L.	Eclipse,	Toronto, "
Ferguson, D.	York,	" "
"	Empress,	" "
"	King George,	" "
Floy, G.	Crescent Palace,	" "
Garbarino, J.	Odeon,	" "
Gebirtig, M.	Blue Bell,	" "
Giachino, A.	Bijou,	Cobalt, "
Giffen, A. W.	Giffen's,	Brampton, "
Glassco, E.	Empire,	Windsor, "
Greenlees, P. J.	Princess,	Woodstock, "
Griffin Amusement Co.	Bellevlle,	Belleville, "
"		Chatham, "
"		St. Catharines, "
"		Welland, "
"		Thorold, "
"		Sault Ste. Marie, "
"		Woodstock, "
"		Sarnia, "
"		Owen Sound, "
"		Haileybury, "
Guest, F.	Empire,	Hamilton, "
"	Queen's,	" "
Hamer, S.	Variety,	Toronto, "
Harwood, W. C.	Vermont,	" "
Hill, H. W.	Princess,	Preston, "
Hudson, B.	Aster,	Toronto, "
Huttlemeyer, A. A.	Queen's,	Niagara Falls, "
Hyland, J. H.	Photodrome,	Toronto, "
Independent Amusement Co., Ltd.	Strand,	Montreal, Que.
"	Moulin Rouge,	" "
"	Belmont,	" "
"	Regent,	" "
"	Papineau,	" "
"	Plaza,	" "
Isbell, J. T.	Rex,	Toronto, Ont.
Jankes, J.	(Retired),	" "
Joy, J. R.	Wonderland,	" "
Lebrecque, A.	Passe Temps,	Montreal, Que.
Lester, S.	Doric,	Toronto, Ont.
Lester, G. A.	King's,	" "
Lawand, N. N.	King Edward,	Montreal, Que.
"	Laurier Palace,	" "
Mercier, L.	Electra,	" "

Continued Issue July 1st.

Preparations Being Made "Glengarry School Days"

Preparations are already being made for the production of "Glengarry School Days" by the Ottawa Film Productions, Limited. Announcement has been made that Hector Carruthers of Ottawa is no longer the secretary-treasurer of Ottawa Film Productions, Limited, having resigned. Robert Stead, the Canadian author, is also off the Board of Directors of the company, having dropped out voluntarily.

Great Week Allen's Regent Ottawa With "Foolish Wives"

Manager Kennedy of Allen's Regent Theatre, Ottawa, had a great week with "Foolish Wives" during the week of June 19. One of the outdoor attractions for the feature was a marquee display which consisted of a huge spider's web with a monstrous spider which was lying in wait for a group of women, the latter being represented by cutouts from the posters. The moving part of the display was the spider which was shown crawling up and down the netting that represented the web. On Friday and Saturday Manager Kennedy was able to present Maud George, one of the principals of the cast, in person, Miss George having made a special trip from Montreal for this purpose. Miss George had been making personal appearances at the Allen Theatre, Montreal, during the week.

Free Advertising For Imperial While Harry Brouse Smiles

The Imperial Theatre, Ottawa, Ontario, received considerable free advertising of a substantial nature during a controversy which followed the decision of the local Police Commissioners to set apart two residential streets in the vicinity of the Imperial for the parking of the automobiles belonging to patrons at the theatre. Residents along the two streets immediately protested against the move but the police officials came back with the reply that patronage at the Imperial was so heavy that special provision had to be made for the parking of cars during performances. The property owners carried the matter to the newspapers but the city officials pointed out that the great number of automobiles had to be taken care of. In the meantime, Harry Brouse, proprietor of the Imperial, merely stood pat and smiled.

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WARNING!!

TO

INDEPENDENT EXHIBITORS

Before You Sign Contracts For Your Fall Program

— IT —

Will Pay You to Wait for Our Line-Up and Prices.

New Franchises **Big Specials**

Popular Stars **Prominent Directors**

Best Comedies **Real Serials**

Excellent Novelties

In Fact

Everything in the Film Line for the Independent Exhibitor in Canada.

Watch and Wait for Important Announcements.

CANADIAN EXHIBITORS' EXCHANGE LTD.

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The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada
Vol. 14, No. 8
July 1st, 1922.

CANADIAN MOVING PICTURE DIGEST

A SUMMER KNOCKOUT

Carpentier--Lewis Fight

Available Now For Ontario

Carpentier's Famous Right Sends Lewis into Slumberland

If You are Looking for a Business Builder
STOP RIGHT HERE

Famous Players Film Service, Limited

JULY 1st, 1922
TORONTO, CANADA

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Business Men, Rotary Clubs, Telephone Corporations all plugging and still plugging

"SMILIN' THROUGH"

The Allen Downtown, Toronto, 2 Weeks in Mid-Summer

Went "Smilin' Through"

Norma Talmadge

Once a Screen Favorite Now a Screen Idol

In her Greatest Achievement Laughs at Hot Weather, Opposition and Poor Business

Smile through a Record Engagement with "Smilin' Through" but do it now.

Associated First National Pictures

Toronto - Montreal - St. John

Winnipeg - Calgary - Vancouver

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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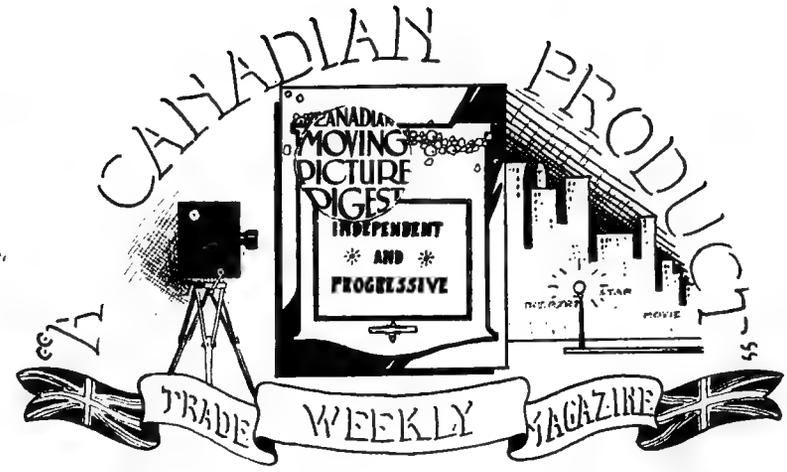

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company

27 JARVIS STREET,

TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 9 | TORONTO, CANADA | JULY 1st, 1922

Your Place in the Sun

WITH the departure of the new 21,000-ton liner, Empress of Australia from Glasgow for Vancouver, June 16th, we have the culmination of the plans of the Canadian Pacific to secure for themselves from both British and United States competition the larger share of Oriental traffic. In accordance with a statement issued by the Canadian Pacific, special transcontinental trains will connect the Atlantic Empress with the Pacific; and passengers will be enabled to reach Yokohoma two weeks sooner than via the peninsular and Oriental route through the Suez Canal. The rates through to China and Japan have been reduced to the same basis as those of the competing route. Canada succeeded in her effort to secure this business despite the fact that the United States Shipping Board Vessels competed for the prize with their usual vigour in putting something over. What has been accomplished by Canada is this. Canada will become a highway between Europe and the Far East and the major portion of this traffic seems assured. The Empress of Australia was formerly called the Tirpitz and was one of the five German vessels in which the turbine reduction gears were experimentally installed. C.P.R. expert who is aboard the Australia in order to watch the experiment of the gear, commenting upon the gear's merits, has declared that it is a stupendous and miraculous piece of German engineering. The Admiral Line, operating United States vessels is the big competitor the C.P.R. has to contend with on the Pacific, but the Canadian company hold the Trans-Pacific record and their competitor has been unable to equal this, being defeated while making a recent attempt, by the C.P.R.'s Empress of Russia, which surpassed her previous record of 1914.

If the exhibitors of Canada will but realize that all their efforts so far have only been the establishment of their business, that the reward for labours is now on the threshold of its fulfilment, it will give them a renewed courage to achieve even a greater success than that which must inevitably become theirs, since they are moving with the impulse of expansion and prosperity for which Canada during the last forty years has been pioneering, prospecting and building. The men who have come into Canada and opened big enterprise in Moving Pictures and in other business activities are not planning for to-day, they see the immediate future of Canada, and are laying the foundation stone for the reward of efforts. Success is not accomplished by going through the daily routine of your business, even well. Success attends those who have the vision, the instinct of prophecy which can foretell what is going to happen by reviewing what has happened and how it compares with the net results as you find them today. The past, present and future are not separate, only in the limited estimation of time which man has. The past, present and future is now, today. The man who separates time into yesterday, to-day, to-morrow limits himself to one day, today, and he is obliged to wait until some other fellow takes the lead because the other fellow has but one limit, the sky.

Exhibitors watch passing events, not as you watch a circus parade, but think about the conditions which you see moving, changing about you, conditions which are in the making, conditions which appear to you to be settled. There is nothing settled in life. The man who learns this lesson has learned a great deal, for most people believe that conditions in life are permanent. Suppose your theatre is doing good business, don't expect that it will continue to do good business, some one else might build a theatre right next door to you, the programme that you have been securing at a certain price might go out of business or might raise its prices, watch your theatre, your success, do not drift with it unless you are indifferent to what will become of you.

It might be interesting for exhibitors, and exchanges also, to look back at the Moving Picture Industry just ten years in Canada; and see what has happened and what seems to be the big idea back of what has happened and how close to fulfilment this big idea is. There is always one big idea, at least, working through a dozen little ideas and it seems that all the little ideas in life are drawn into the whirlpool of the big idea.. The big idea by the very nature of its force draws everything to it for its use. Out of a nation of people, comes the one big man and it seems that the big man is all that nature is interested in forming, the mass do not count save as they can be used for the expansion of the big man. However nature does not say "you are the big man, step aside." The big man has already stepped aside from the mass of little men, by the bigness of his idea. You can be the big man if you think you can and feel that you must be big. It does not take much hard thinking to see the trend the Moving Picture Business is taking in Canada. There is a tremendous big idea working, see that this idea does not absorb you, there is room in life for individuality, many ideas, many big men. If you feel crowded tell the other fellow, "Push over and give me my place in the sun." Your place in the sun happens to be your place in Canada, your right to success.

—RAY LEWIS

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EXHIBITOR SHAREHOLDERS IN THE CANADIAN EXHIBITORS' EXCHANGE

Minshall & Boyd	Star, St. Thomas,	Ont.
Morrison, J. A.	Star, Meaford,	"
Moule, E.	Temple, Brantford,	"
"	Rex, "	"
Moyse, Mrs. L. M.	King's Playhouse, Toronto,	"
McCulloch, J. A.	Belmont, "	"
McLean, R. M.	Columbia, St. Thomas,	"
McMullen & Simpson	Castle, Guelph,	"
Naylor, T. J.	Naylor's, Deseronto,	"
Nolan, P. J.	Rex, Ottawa,	"
Nussbaumer, C. A.	Star, London,	"
Osborne, H. A. C.	Bijou, Cobalt,	"
O'Brien's, M. J. Ltd.	Grand, Renfrew,	"
"	Casino, Arnprior,	"
"	Princess, Smith's Falls,	"
"	Casino, Pembroke,	"
"	Orpheum, Almonte,	"
Paling Bros.	Kenilworth, Hamiltno,	"
Parker Bros	Odeon, Parry Sound,	"
Petrino, L. M.	Royal, Byng Inlet,	"
Reeb, E.	Grand, Port Colborne,	"
Redway & Richardson	Crown, Toronto,	"
Robbins, T. W.	Grand, Orillia,	"
Robinson, R. W. B.	Playhouse, Hamilton,	"
Rosenbloom, J. A.	Alexandra, Lachine,	Que.
Schilroth, F. E.	U'Kum, Kincardine,	Ont.
Schneider, G. F.	Regent, Peterboro,	"
Sperdoakes, J.	Fairyland, Montreal,	Que.
"	Mt. Royal, "	"
Stevens, R. T.	Regent, Sudbury,	Ont.
Stewart, W. L.	Patricia, London,	"
Sturgess, W. D.	Imperial, Toronto,	"
Swanwick, G.	Princess, Hamilton,	"
St. Germain, A.	Crystal Palace, Montreal,	Que.
"	Family, "	"
Smart, J. S.	Cosy, Port Hope,	Ont.
Vallie, R. L.	Casino, Sherbrooke,	Que.
Walker, E. S.	Orpheum, Sault Ste. Marie,	Ont.
Welsman, C. A.	La Plaza, Toronto,	"
Wykes, E. T.	Princess, Schreiber,	"
Tageletti	Toronto,	"
Tucker, J. A.	"	"
Scott, T.	"	"

(To Be Continued)

CARPENTIER-LEWIS FIGHT NEARLY CAUSES A REAL RIOT AT OLYMPIA

There will no doubt be a lot of argument as to the validity of the punch which ended the Carpentier-Lewis fight. Describing the incident a boxing colleague of C. Hamilton's who wrote up the fight for the *Empire,* said:

"Mr. Palmer, just toward the end of the round, got the men's arms apart but did not walk between them.

"It was hardly a complete break, and Lewis, in an unguarded moment, half turned towards the referee, whether by way of protest or not I cannot say.

"Carpentier saw his guard had dropped, and in a flash took in the situation. Before Lewis could shape up to resume the fight Carpentier's right came across and the British fighter fell to take the count.

"Unfortunately for Lewis it was the referee who had intervened and had momentarily distracted his attention."

But M. Descamps, Carpentier's manager, looks at it in another light. He says.

"When it appeared that the referee could not divide Georges and Lewis it was because Lewis was holding Georges' arm. In the second clinch Lewis did deliver two blows which were questionable.

"Lewis said, *'Excusez mai, Georges,'* and Georges replied, 'It does not matter,' for he was not hurt.

"During the clinch Georges delivered two very strong left upper-cuts which made Lewis groggy. He saw in a flash he had his man. He knew that at the moment of the break-away he could deliver the *coup de grace.*

"A breakaway does not suspend a fight under any rule.

"It was then for Lewis to be on the alert—and Georges also. Georges seized the moment and delivered the blow. There was nothing questionable about it. Lewis said if he was to win his best chance was in the first round. We are sure of that now.

"Lewis made a mistake in trying to hustle Georges. He made a fatal mistake when he broke away in not being on the alert, and no boxer makes a mistake twice with Georges.

"It would make Georges very sad indeed if there were any grounds for any suggestion of unfairness or want of sportsmanship."

On the other hand, Kid Lewis' manager, Charles Harvey, says: "Lewis tried to fight as fairly as possible. He will not recognise that he has been beaten. The referee was holding him with one hand and talking to him, and he was looking at the referee when the punch came.

"The one thing he desires most in the world is to meet Carpentier again, and I may add that that is by no means beyond the bounds of possibility. This thing must be definitely settled one way or the other, for whatever the fight was worth, Lewis claims, and I believe, that until that punch he was winning."

Jonny Basham says: "It looked to me as if the referee was talking to Lewis and Lewis was listening. I think it would have been better if the referee had walked right through between the boxers on getting them apart, as he usually does. Until the unfortunate punch I think Kid Lewis was getting the better of the fight."

There are other conflicting views. The last will not be heard of the matter for a long time.

Carpentier received £7,500 and 50 per cent. of the cinema rights, while Lewis, the loser, gets £3,500 and 20 per cent. of the cinema rights.

Messrs. Sourkes and Smith have broken into the picture theatres and have taken over the Sun Theatre, Notre Dame W., Montreal, from Z. Goldberg who is at Ste. Agathe.

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FILMCRAFT TO PRODUCE SERIES OF COMEDIES WITH CANADIAN CHILDREN

BEGINNING with Filmcraft's sixth release of the Classics, theatre patrons were so completely captivated with "Those Were the Days," the first children's comedy produced by this firm that they will revel in a typically Canadian comedy depicting Canadian childhood at its best. Hundreds of letters have been received by the Casting Director by managers of theatres showing this picture, complimenting the producer Mr. Blaine Irish on his determination to provide this type of feature for the motion picture public. Such hearty endorsation has been received that Mr. Irish has decided to specialize on an elaborate program that will feature the production of children's comedies. A regular schedule will be followed and Mr. Irish feels confident that Filmcraft's establishment of children's comedies will meet with the heartiest approval from the motion picture public.

These new subjects which are being designed to fill a very real place on the exclusive picture program will have the added interest of an all-Canadian cast of clever juveniles.

The next comedy feature will run about twice as long as "Those Were the Days," and will embrace a cast of very clever youngsters chosen from among the hundreds of children who applied in response to Filmcraft's request in the *Star Weekly* for juvenile talent. During the summer a number of these comedies will be made, so that school children who wish the opportunity of taking part will be able to do so. Applications from boys and girls between the ages of six and fourteen years, and girls between 14 and 18 will still be received, at the Filmcraft Studios, 39 Queen St. West. Applicants should write particulars or telephone for an appointment with the casting director.

"THE INNOCENT CHEAT" A BIG ARROW SPECIAL

"The Innocent Cheat," the big Arrow super-special played a week's engagement at B. S. Moss' Broadway Theatre, New York City on Monday, June 19th. Ben Wilson, the producer, journeyed there from the West Coast especially for this event and appeared in a series of personal appearances in conjunction with the presentation of his most dramatically spectacular production.

Eugene Lapierre Loses Wife Through Death

The sympathy of colleagues in the theatrical business and many amusement patrons in Montreal is being extended to Eugene Lapierre treasurer of the Princess theatre, in the loss of his wife who died recently at the family residence, at Mance street, after an illness of more than three months. Mrs. Lapierre who was 33 years old, is survived by her husband two sons and one daughter, and her brother in California.

GIANT RADIO FOR FILM OF SCIENCE

The largest radio broadcasting station on the Pacific Coast is now being built at Universal City to be used in Universal's coming scientific chapter play, "The Radio King" in which Roy Stewart stars under the direction of Robert F. Hill. Electrical and radio experts all over the country are interested in this project because it promises to bring out many technical points of radiocraft and broadcasting construction that will be revelations to the radio world. Delegates from the National Electrical Association Convention who recently visited Universal City declared that the sending station being built for "The Radio King" is the most complete that they have yet seen.

Two of Vitagraph's Banned Features Pass Censors

"The Man From Downing Street," has passed the censors with this proviso that it be renamed "The Man From Scotland Yard." Another Vitagraph picture which was banned has on its appeal passed the Censor Board. The picture in question is "Island Wives." The changes suggested by the Board for this release will in no way, we understand affect the picture to its detriment. "The Man From Downing Street," however with its new title will necessitate stripping all posters, small advertising and exploitation accessories and inserting the new title. We were not under the impression that the Censor Board had a jurisdiction over titles unless they were of such a nature to affect the morals of the people.

Major Arbuthnot Organizes Radio Company For Canada

Major Arbuthnot in conjunction with Mr. C. R. Fraser have organized the Radio Manufacturing and Distributing Company, Limited. Offices and factory will be opened in Toronto, Montreal, Moncton, Winnipeg and Vancouver. Theatres will be supplied with the finest apparatus and Radio equipment and a continuous service installed, through the Service Dept. for the accurate installation of Radios. The Metropolitan Opera House is said to be arranging for Special Radio Sets where the whole Opera score including the orchestra will be heard through Radio.

Helene Chadwick and Richard Dix, the most popular team in pictures, are seen together again in "Yellow Men and Gold," a vigorous melodrama by Gouverneur Morris.

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DIGEST LIST OF THEATRES IN THE PROVINCE OF ONTARIO

THEATRE	LOCATION
New Wonderland	Acton
Town Hall	Ailsa Craig
Star	Alexandria
Town Hall	Alliston
Orpheum	Almonte
Liberty	Amherstburg
Dancauses	Apple Hill
Casino	Arnprior
Town Hall	Arthur
Town Hall	Athens
Starland	Aurora
Star	Aylmer
Grand	Barrie
New Dreamland	"
Robinson	Beamsville
Town Hall	Beaverton
La Belle	Belle River
Opera House	Belleville
Regent	"
Opera House	Blenheim
Star	Blind River
Bobcaygeon	Bobcaygeon
Royal	Bowmanville
Town Hall	Bothwell
Princess	Bracebridge
Regent	"
Town Hall	Bradford
Giffen	Brampton
Allen	Brantford
Grand Opera House	"
Rex	"
Temple	"
Town Hall	Brighton
Town Hall	"
Brock	Brockville
New	"
Family	Brussels
Town Hall	"
Crystal	Burlington
Royal	Byng Inlet
Opera House	Caledonia
Music Hall	Campbellford
Princess	"
Town Hall	Cannington
Imperial	Capreol
Savoy	Cardinal
Star	Carleton Place
Opera House	Chapleau
Peoples	"
Opera House	Chatham
Princess	"
Bijou	Chesley
Town Hall	"
Star	Chesterville
Princess	Clinton
Palace	Cornwall
Wonderland	"
Temple	Crowland
Town Hall	Cutler
Delta	Delta
Naylors	Deseronto
Majestic	Dresden
Strand	Dryden
Town Hall	Dundalk
Queens	Dundas
Grand	Dunnville
Veteran Star	Durham
Theatorium	Elmira
Royal	Elmvale
Opera House	Elora
Tompkins	Emo
Regent	Espanola
Essex	Essex
Dome	Exeter
Town Hall	Fergus
Ford City	Ford
Kineto	Forest
Royal	Fort Frances
Orpheum	Fort William
Royal	"
Empire	Frankford
Princess	"
Regent	Galt
Scott Opera House	"
Delaney	Gananoque
Rex	Georgetown
Town Hall	Glencoe
Model	Goderich
Gamey	Gore Bay
Grand	Gravenhurst
Town Hall	"
Moore's	Grimsby
Apollo	Guelph
Opera House	"
Regent	"
Royal	Hagersville
Grand	Haileybury
Empire	Hamilton
Opera House	"
Imperial	"
Loew's	"
Lyceum	"
Lyric	"
Pantages	"
Playhouse	"
Princess	"
Queens	"
Red Mill	"
Regent	"
Royal	"
Savoy	"
Strand	"
Temple	"
Unique	"
Lyric	Hanover
Town Hall	Harriston
Town Hall	Harrow
Town Hall	Hastings
Ottawan	Hawkesbury
Plaza	Hearst
Queens	Hespeler
Lyceum	Huntsville
Mason	Ingersoll
Iroquois	Iroquois
Northern Star	Iroquois Falls
Town Hall	"
Empire	Kapuskasing
Empress	Kemptville
Opera House	Kenora
U-Kum	Kincardine
Allen	Kingston
Opera House	"
Family	"
King Edward	"
Strand	"
Kingsville	Kingsville
Lyric	Kirkland Lake
Capitol	Kitchener
Allen	"
Imperial	"
Lyric	"
Star	"

(Continued in Next Issue)

Maud George Princess In "Foolish Wives" Given a Reception At Montreal

Miss Maud George who takes the part of the Princess Petruschka in "Foolish Wives" and who has appeared in person on the stage of the Allen theatre in connection with the screening of the picture was entertained at a banquet and reception held in the Venetian Gardens by Universal Film Corporation. Ed. Hieber was Master of the Ceremonies and led the lady out to dance where the appearance of the Prince and Princess was much and favorably commented upon. Frank Leduc subsequently opened the bottles which were duly disposed of and rendered innocuous by their Royal Highnesses. It was a much-talked-of and highly successful affair from start to finish.

J. P. Kiely Visitor From Newfoundland to Montreal

A visit from a long way off to Montreal is that of J. P. Kiely who runs a chain of theatres in Newfoundland and who has been staying in Montreal recently with a view to stocking up to meet demands of tourist patrons in the Island Colony for the coming season. Famous Players seemed to be the chief point of interest in the Exchange world to Mr. Kiely.

Vincent McCabe of Associated First National Loses Brother

Our sympathy is extended to Mr. Vincent McCabe on the loss of his brother Arthur P. McCabe who passed away Monday morning, June 26th. The death of his brother was a great shock to Mr. McCabe general manager of the Associated First National, as the deceased was in apparent good health, and death came suddenly after an attack of indigestion.

Moving Picture News. — A very able piece of direction. A pictorial triumph. So out of the ordinary that it stands almost alone.—"Jane Eyre"

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DIGEST REVIEWS 'YELLOW MEN AND GOLD,' 'A PAIR OF KINGS'

"YELLOW MEN AND GOLD" with Helene Chadwick and Richard Dix in a Gouverneur Morris story, directed by Irvin V. Willat and released by Goldwyn. It is a story of love, adventure, mystery and these three properties interblend so frequently in the unfoldment of the plot that the spectator is not given very much of a chance to wonder what is coming next, it comes so rapidly. The first reel starts off with a bang, but one does not get carried away with the plot until about the middle of the second reel when you are bound to sit up and say, "This is a regular picture." The surprise comes at the finish when you discover that you are seeing visualized the story which "Parrish" a young and budding author has sent to a publisher, and has received word of its acceptance. The story opens with Parrish who receives a call for help. Through a terrific storm he wanders in response to the call and learns from a dying man the whereabouts of a wallet. "Parrish" finds a chart in the wallet showing where a chest of gold has been sunk. The quest for this treasure was the cause of the murder of the unknown man; and his murderers attach themselves to "Parrish" after watching him and discovering that he has the desired chart. He is counted in with the band who go in search of the treasure, but is drugged and thrown overboard. The Shantung happens to be in harbor waiting for a chance cargo and "Bessie," its mistress, rescues "Parrish." Meanwhile Carrol, head of the gang of treasure-seekers, having secured a phoney chart from "Parrish," for "Parrish" rather expected and was somewhat prepared for what came to him, starts out on the treasure hunt, the Shantung commanded by "As Chang" enters into the race also with "Parrish" on board. "Carmen," played by Rosemary Theby a member of Carrol's gang, cuts away when she notes that her accomplices do not even stop at murder, incidentally, Carmen finds "Parrish" much to her liking, she gives him up however to "Bessie," when she notes that between "Parrish" and "Bessie" there is a reciprocity of love. The race for the treasure, its discovery, the fight for its possession furnishes enough thrills for two pictures. Helene Chadwick as "Bessie" plays with her usual grace and charm and Richard Dix as "Parrish" is ideal in the opposite role. Chadwick and Dix do splendid team work and are creating quite a following for themselves in their respective parts. Rosemary Theby is good as "Carmen." Goro Kino excellent as the Chinaman, "As Chang." Barrows acceptable as "Parrish." The old skipper, or pilot of Carrol's ship is unamed in the cast, but we must specially mention his work, it was very true to this sort of a type and was particularly commendable. If your audiences like thrillers, here's one that is bound to satisfy their desires.

LARRY SEMON in "A Pair of Kings" has a dual role, which keeps him on the scene ninety per cent. of the time. You don't get tired of Larry for he is continually registering. The comedy is in reality a travesty on a serial, with all the startling melodramatic situations in a thriller of thrillers travestied and burlesqued; and yet while the situations call for repeated laughs through their impossibility, the possibility angle of the story rings true. We all know that the Slavonic peoples are great on making and unmaking monarchical intrigues. "A Pair of Kings" deals with this kind of a situation. It appears that the reigning king is an usurper and that the throne properly belongs to the Princess. The king notes that the Princess has gathered about her a strong number of Anti-kings and their efforts to "silence him forever" gets on his nerves. During one of his escapes he meets Larry, the emigrant and noting the resemblance between them induces him to impersonate the king. Larry finds the job interesting, but exciting, very exciting. The torture chamber and the scenes in the palace, where the friends of the Princess make many attempts to regain the throne for her, give Larry unlimited opportunities for laugh after laugh. The sets are spectacular and massive, the action livelier than you can almost follow. Although one might call "A Pair of Kings" a noisy comedy, it is not in the run of the usual "rough-house," slapstick idea, rather an unusually good comedy. At the Regent Theatre, Toronto, where it recently played an engagement, the audience greeted Larry's antics with shrieks of laughter. The Regent prides itself upon its high-brow audiences, which is quite true, if it can make them laugh, it is good for laughs anywhere. Exhibitors give "A Pair of Kings" a trial as a Summer business booster.

ORGANIZATION OF EXPEDITION TO MEDITERRANEAN SHORES, BEN HUR

THE motion picture of "Ben Hur" will be made by Goldwyn Pictures Corporation. Work on the scenario will begin at once and preparations are now under way for the organization of the expedition to the eastern shores of the Mediterranean where many of the scenes must be built and whole cities reproduced.

An arrangement was completed between A. L. Erlanger, president of the company owning the exclusive dramatic and picture rights for General Lew Wallace's famous Biblical story, and the Goldwyn Pictures Corporation by which the latter acquires the picture rights and one-half the dramatic rights.

When Mr. Erlanger purchased the picture rights for "Ben Hur" more than a year ago, the price it is said he paid was close to $1,000,000. The transaction completed yesterday with Goldwyn involves a much larger sum, the largest amount of money ever paid by any motion picture producer for the right to picturize a single story.

Under the terms of the agreement, the cast, the scenario and all the various details of the production will be subject to the approval of Mr. Erlanger on account of his intimate knowledge of the play which has been his property since 1899. The principals of the cast will be selected in this country, but the picture will be made partly in Italy and Palestine and partly at the Goldwyn studios in Culver City, California. Edgar Stillman Kelly, who wrote the music for the original stage production of "Ben Hur" will provide the musical setting for the picture.

Frank Badgley Appears in "The Man From Glengarry"

An Ottawa contribution to the cast for "The Man From Glengarry," which was produced by the Ottawa Film Productions, Limited, Ottawa, under the direction of Ernest Shipman, is Frank Badgley, an official of the Exhibits and Publicity Bureau of the Canadian Department of Trade and Commerce. Mr. Badgley is taking one of the leading parts in the picture. He has had considerable experience in pictures, having been with the World Film Corporation. He is former newspaperman, having been with the Ottawa Journal before proceeding overseas with the Canadian Expeditionary Force for service in France.

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MONTREAL THEATRICAL MAN. ASSOC. PROTEST TO MAYOR RE CARNIVALS

Protest against carnival companies being allowed to exhibit in Montreal has been voiced by the Montreal Theatrical Managers' Association through its secretary and treasurer B. M. Garfield, in a letter to Mayor Martin which runs partly as follows:—"At the last meeting of the Montreal Theatre Managers' Association, a resolution was passed protesting against carnival companies being allowed to exhibit in the city of Montreal and I was instructed by vote of our Association to convey our grievance to you, requesting you to use your influence in persuading our aldermen to pass an ordinance which will prohibit the exhibition of carnivals in the city of Montreal in future. Our reasons for protesting is that the theatres of Montreal are taxed very heavily, and have hard times to make both ends meet, even if they are given the protection to which they are entitled as permanently located institutions, which spend our money in the city of Montreal, and try to benefit and improve our city in every way, and endeavor to keep our amusements clean and suitable for the best element of people. The carnival companies are on the other hand promoted by outside capital, come into our city for a short period, use every means possible to obtain large sums of money, and when they have finished, take large sums of money away from our city. This has a tendency to hurt other lines of business and to benefit nobody with the exception of the promoters of the carnivals who are outside people. We believe that the money spent for amusements should be held in our city and our city derive the benefit therefrom, and if our theatres and places of amusement which are permanent are given this protection by prohibiting outside amusements of this kind coming in, such results will be obtained. The fact that the greater number of the States in the U.S.A. have passed state laws prohibiting the exhibition of carnivals, and that many cities where the State has not taken up the situation, have passed city ordinances, prohibiting the same, is a strong point of argument in our behalf; and while we do not care to become severe at this time we are prepared to go before our City Council with arguments so strong against the exhibition of carnivals that they will be obliged to give the matter very thorough consideration"

HODKINSON GIVES HIS REASONS FOR CALLING "FIFTY CANDLES" SURE-FIRE FOR BOX-OFFICE

"FIFTY CANDLES" is a sure-fire box-office attraction for any exhibitor because, first, it has natural advertising and exploitation features that have money making value. Second, it is typically an audience picture. Earl Derr Biggers' stories are looked for eagerly by the 6,000,000 readers of six leading magazines: *Saturday Evening Post, American Magazine, Red Book, McClure's, Metropolitan,* and *Collier's.* He is known to millions of theatre-goers by his "Seven Keys to Baldpate," the play that George M. Cohan used so successfully as his vehicle for one season in New York, and "Inside the Lines" and "Love Insurance," two more of his stories were great successes on the stage and screen.

The director, Irvin V. Willat, is known wherever pictures are shown, a popularity created by his "Behind the Door," "Below the Surface," and his three Hodkinson releases, "Down Home," "Partners of the Tide," and "The Face of the World."

The name of Marjorie Daw is a byword in the homes of thousands of movie patrons. She was Douglas Fairbanks' leading woman in five of his great features: "He Comes Up Smiling," "Down in Morocco," "Mr. Fix-it," "The Knickerbocker Buckeroo" and "His Majesty the American," and featured by Marshall Neilan in "The River's End" and "Bob Hampton of Placer," and by Metro in "The Great Redeemer." No actress on the screen is more widely known than Marjorie Daw. Bertram Grassby has also a wide reputation, having played the leading roles in great successes for nearly every producing firm in the business, and with Dorothy Sibley, the winner of a New York beauty contest recently conducted by Mr. Willat and the "*Movie Weekly*," with its big circulation of 300,000 readers, exhibitors have an additional exploitation feature.

With such a picture and such advertising possibilities, "Fifty Candles" is bound to be a money maker in any theatre. Released thru Famous Players Film Service.

To Investigate Film Marriages in Los Angeles

Prosecuting attorney threatens investigation of married couples in Los Angeles, starting from the Valentino trouble. Perhaps it might be as well for the moral seekers of Los Angeles to leave well enough alone. Married couples who have been trying to play the game together, sometimes under difficulties, because they were married, might if the prosecuting attorney helps them, by declaring that they are not legally married, not having waited the full time, under their interlocutory decree of divorce, avail themselves of the advantage. Think of the children moral reformers and let the people who went through the marriage ceremony in good faith, remain married; Moving Picture people are not the only humans who rush in and out of marriage. Moral reformers get "fed up" also.

J. A. Kraker Donates His Opera House For Benefit

A midnight matinee was given at the Opera House, St. John recently. The entertainment was under the auspices of the United Hebrew Charities. Several of the local Exchanges possessing entertaining qualities gave their services, while Mr. Kraker donated his theatre.

L. E. Ouimet Returns For Visit To Montreal

L. E Ouimet, former president of Specialty Film Import, now merged in the Regal Films, is back in Montreal with his family from Los Angeles for the summer months. Mr. Ouimet visited Toronto. He returns to Los Angeles in the Fall to view his first picture which is according to all reports progressing in great shape.

"Shattered Idol" To Be Released In Canada

J. P. O'Loghlin, managing director of Canadian Releasing Corporation, reports that "Shattered Idol" with an all-star cast which originally was taken over from the Associated First National by the American Releasing Corporation will be distributed in Canada by the Canadian Releasing Corporation and is another picture which is going to go big.

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NOTEWORTHY CAST APPEARS IN ASSOC. 1ST NAT. "SMILIN' THROUGH"

ESPECIAL interest is attached to the members of Norma Talmadge's cast of players for her latest First National starring vehicle, "Smilin' Through," directed by Sidney A. Franklin.

Harrison Ford is "Kenneth Wayne"; Wyndham Standing is "John Carteret"; Alec Francis is "Dr. Owen"; and little Miriam Batiste, who came into prominence as the little lame child in "Humoresque," is "Mary"; Glen Hunter is "Willie Ainsley," and Grace Griswald is "Ellen," the housekeeper to Norma when the latter is in the character of "Moonyeen," in the period of 1864.

All the above players with the exception of Glen Hunter and Miriam Batiste have been seen in former Talmadge productions. Mr. Hunter is comparatively a newcomer to the screen, having been recruited from the "legitimate" only a year ago; but he has made gigantic strides in so short a time. He attracted the attention of Dorothy Gish when he was playing the part of the boy in Booth Tarkington's play "Clarence," and Miss Gish engaged him to play opposite her in "Old Jo." On completion of that picture he supported Constance Binney in "The Case of Becky," so that he has been fortunate enough to skip over all preliminaries and start right in playing leading roles in the movies from the very beginning.

The part of Village Rector is played by Eugene Lockhart, a composer of many popular songs and co-author of a musical comedy scheduled for early production.

Juanita Thomas, late winner of a big beauty contest conducted in Des Moines, Ia., has a minor role, this being the blonde prize beauty's advent in the movies.

MACK SENNETT'S MISSION THEATRE COMPLETES 1 WEEK "MONTE CRISTO"

"MONTE CRISTO," the big spectacular and dramatic special production listed by William Fox for general distribution during the season 1922-23, completed, with success far beyond anticipation, the first week of an indefinite pre-release run at Mack Sennett's Mission Theatre, Los Angeles. In fact, the prospect is declared to be for the most successful and profitable career a motion picture ever enjoyed in the California city. The Mission Theatre engagement follows closely that of the Tremont Temple in Boston, where "Monte Cristo" broke all records for attendance and receipts during its nine weeks' run.

Indicative of the impression this Fox super-special is making is the following wire from Harry David, managing editor of the Mission, to the New York offices of Fox Film Corporation.

"The public have accepted 'Monte Cristo' as one of the biggest productions of the year. They are unanimous in their praise of the wonderful acting and direction of this picture. Business got off to a great start, and is improving each day. Everything points to a very long and successful engagement.

HARRY DAVID."

The management of the house conducted an unusual advertising campaign in advance and during the opening week, and issued decoratively unique programs—in which the supplementary announcement was made that "A Fool There Was" another Fox super-production scheduled for the forthcoming season, would follow "Monte Cristo." Both these master pictures were staged under the direction of Emmett J. Flynn, who filmed also "A Connecticut Yankee in King Arthur's Court," the special which was universally acclaimed as one of the best three motion pictures of the past year.

Director of "Smilin' Through" Well-Known For Direction of Other Screen Successes

Sidney A. Franklin, who directed Norma Talmadge in "Smilin' Through," already has several First National attractions to his credit, among them "The Hoodlum," "Unseen Forces" and "Courage."

Alice Brady First Paramount "Missing Millions"

Sidney Dean, who worked in the first picture Cecil B. DeMille made on the Coast, "The Squaw Man," has been added to the cast of Alice Brady's first Paramount picture, "Missing Millions," which is now in production at the company's Long Island studio.

Wyndham Standing Does Finest Work With Norma

Wyndham Standing, that sterling actor of stage and screen, who appears in support of Norma Talmadge in her latest starring vehicle, "Smilin' Through," the First National attraction which was held over for a second week during Summer weather at the Allen Richmond St. Theatre, Toronto, was born in London in 1880 and educated at St. Paul's College in the British capital. He began his stage career in 1889 in England and has appeared with such celebrities as Sir Henry Irving, Mr. and Mrs. Kendal, Miss Forestcue, and also in America under the management of Comstock & Gest, William A. Brady and the Shuberts. His screen career includes engagements with Triangle-Ince, Famous Players, Goldwyn, International and Maurice Tourneur Productions. Mr. Standing has a powerful personality and striking appearance. He is six feet one inch in height and weighs 180 pounds. In the screen version of Allen Langdon Martin's "Smilin' Through" he is seen in the role of John Carteret, the finest characterization he has yet given to the silent drama.

Famous Players Canadian Corporation Present "The Woman Who Walked Alone"

In the advertisement at the Regent of "The Woman Who Walked Alone," the slogan "It's a Paramount Picture" seems to have been given small type and space. The advertisement starts as follows: "The Famous Players Canadian Corporation, Limited, is delighted to announce the presentation of its greatest summer attraction."

Jake Macklin, formerly with Regal Films has accepted a position as salesman with Vitagraph and is busy cleaning up the province as usual.

FOX TO ISSUE "THE FAST MAIL"

William Fox has made a picture from "The Fast Mail," the famous old melodrama of twenty years ago, and will release it in the fall as a special production.

Those who remember the old time Lincoln J. Carter melodrama will recall it as a play of intense action, and consequently well fitted for adaptation to use on the screen.

When "The Fast Mail" was produced on the stage it was regarded as the acme of stage realism, and is undoubtedly the best of the Carter plays, of which there were many.

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CHRISTIE STARTS PRODUCTION ON 20 TWO-REEL COMEDIES THIS YEAR

AL CHRISTIE this week started active production on his new series of twenty two-reel comedies which are to be issued by Educational from August this year to July 1923. He arrived at Los Angeles from Europe June 28, and work started on his first comedy the following day with Dorothy Devore and George Stewart playing the leading roles.

Simultaneously with Christie's stop in London Messrs. Gaumont announced through the British trade the acquisition of the Christie Comedies for the United Kingdom for another year. Gaumonts have handled the Christie pictures in the British Isles since their inception a number of years ago, with a result that the Christie Comedies are known in the best cinemas all through the United Kingdom as well as they are known in the United States.

After the completion of the new series of comedies Christie will make two pictures in Europe taking a small party of players and staff to London for this purpose. The ideas for these English Comedies he acquired while riding atop a British omnibus. But the bulk of his production, as always, will be in Los Angeles studio.

Christie was absent from his studios two months, the longest vacation which he has had in the twelve years that he has been producing motion pictures, and he declares that this will be the last holiday until all of next year's pictures are made. His company has recently renewed contracts with Educational Film Exchanges for the exclusive distribution in the United States and Canada of all the Christie product for the coming year.

"THE CROSSROADS OF NEW YORK" SENNETT FIRST NATIONAL RELEASE

IMPRESSED by the success with which "The Crossroads of New York," Mack Sennett's current First National attraction, met with at the Capitol Theatre in New York, and the praise accorded it in the trade and newspaper columns by the dramatic critics, the Miller Brothers, operating Miller's Theatre in Los Angeles, booked it for an indefinite run in their house.

"The Crossroads of New York" is a story of unusual human appeal, featuring George O'Hara and Kathryn McGuire, supported by a carefully selected all-star cast of such prominent screen personalities as Noah Beery, Ethel Grey Terry, Dot Farley, Eddie Gribbon, Billy Bevan, Mildred June and Jim Finlayson. O'Hara as the country boy who journeys to the big city, demonstrates in wonderful manner, just what hardships and tribulations confront the unsuspecting youth who would mingle with the fast moving and fast thinking populace of a large city while in his quest for experience and a future.

The story is true to life and wholesome. It has plenty of action and many thrills while all the while it emphasizes the beautiful sentiment expressed by love, romance and adventure.

"The Crossroads of New York" is an adaptation from an original story by Mack Sennett. It is considered a strong box office attraction and has received many commendatory opinions chiefly among which is a personal letter of high recommendation from the Reverend Doctor Rogers of Mount Olive Methodist Church, Los Angeles.

Professor Writes Poem To "Queen of Sheba"

After viewing "Queen of Sheba," Prof. J. A. Ness of Wittenburg College, Springfield, Ohio, was so impressed by the picture that he penned the following poem, which was forwarded to the William Fox offices in New York:

"QUEEN OF SHEBA"
By J. A. NESS

Too weak this pen, too feeble is this brain
That dares to sing of Sheba's beaut'ous queen;
No living man, no mortal eyes, have seen
Such vision fair, the fairest of her train.

O'er realms of Midyan's conquered Reba,
Mid dusky mates, on patient camels bore
"Sabaean odors" from her spicy shore
To Holy City's sage the queen of Sheba.

To Holy City's sage the queen of Sheba
For sacred wisdom journeyed in her plight;
That doughty king enchanted this fair sight
As heaven's Jove and youth of radiant Hebe.
O queen of later days! O beauty Blythe!
A phantom thou, fair daughter of the skies,
None decked as thou, not e'en in Paradise.
Abide with us, remain, thou being lithe!

Ye censors stern who chafe, who fret and bay,
Bow low your heads, bend pious, rev'rent knee!
No purer mould, no star as bright as she
That charms by night, that 'dorns the Milky Way.

The two principal players in "Smilin' Through" have dual roles—both Norma Talmadge and Harrison Ford. They are Moonyeen and Jeremiah of the last generation, whose fatal love is brought to a happier conclusion in the affection of Kathleen and Kenneth Wayne of today.

Regal Films confirm the report that they have the Warner Bros. pictures.

Jesse L. Lasky Returns From Europe July 4th

Jesse L. Lasky, who has been in Europe for the past five or six weeks on a combined business and pleasure trip in which he has interviewed a number of prominent European authors regarding plans for future Paramount productions, will arrive in New York July 4 on the Majestic. He will stay in the city but a few days, as his duties as head of Paramount's production forces require his early presence at Hollywood.

Alec B. Francis, one of the best known and most popular character actors of the silent drama, has an important part in Norma Talmadge's special production of "Smilin' Through." He has the role of Doctor Owen in the picturization of this famous stage play by Allen Langdon Martin. Francis is a native of London and a graduate of Uppingham College. Before entering motion pictures he had a most interesting stage career, having toured England, India, South Africa and America with various productions.

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THE Columbia Cored Upper holds ingredients that permit a long and steady arc, and prevent cracking near the center.

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MONTECRISTO

To the Exhibitors and Distributors of Canada and the United States:

NOTICE is hereby given to you that the undersigned has received information that several alleged distributors in Canada and the United States are soliciting contracts for the exhibition of a motion picture photoplay entitled "Monte Cristo" which is a reissue of a film distributed many years ago by the General Film Company, starring Hobart Bosworth. That film is based on the so-called O'Neill-Fechter version of "Monte Cristo," and is an infringement of the rights of the owners of the O'Neill-Fechter version because the General Film Company had not acquired any rights to picturize the O'Neill-Fechter version. That question was litigated in the courts of the State of New York in litigation entitled "O'Neill vs. General Film Company," and the courts of the State of New York held that the General Film Company was guilty of an infringement of the said O'Neill-Fechter version of the exhibition of said picture without the consent of the owners of the O'Neill-Fechter version, and that decision stands unreversed in the State of New York. We will further take action in the Federal or State courts in any State of the United States or any Province in the Dominion of Canada, where an infringement of our rights occurs.

THIS notice is published for the purpose of warning all exhibitors and all persons who attempt to exploit or in any manner make use of that film, that Fox Film Corporation, which owns all of the motion picture rights to the O'Neill-Fechter version, will prosecute any attempt to infringe those rights against any persons who exhibit, exploit, license, sell or in any manner deal with the "Monte Cristo" film.

(Signed) FOX FILM CORPORATION

FOX FILM CORPORATION, LIMITED

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Fifth Annual
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will be the biggest week you ever heard of. First time Canada has tied up with the United States on this Business-Building Event.

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Ads in 60 Canadian Newspapers announcing names of Theatres and Programs.

Ads in "Saturday Night", "Western Home Monthly", MacLean's", "Canadian Home Journal", *four* double-spreads in "Saturday Evening Post", and in all "Fan" Publications

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JULY 8th, 1922

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DIGEST LIST OF THEATRES IN THE PROVINCE OF ONTARIO

(CONTINUED FROM PREVIOUS ISSUE)

THEATRE	LOCATION
Queen St.	Lakefield
Town Hall	Lansdowne
Patricia	Leamington
Lyric	"
Academy	Lindsay
Wonderland	"
Music Hall	Listowel
Princess	"
Star	Little Current
Allen	London
Opera House	"
Loew's	"
Patricia	"
Star	"
Opera House	Lucan
Family	Lucknow
Picture House	Madawaska
Empire	Madoc
Regent	Markdale
Picture House	Mattawa
Star	Meaford
Model	Midland
Princess	Milton
Zimmerman	Milverton
Connaught	Mimico
Opera House	Mitchell
Town Hall	Morlin
Star	Morrisburg
Maple Leaf	Mount Dennis
Maple Leaf	Mount Forest
Strand	Napanee
Wonderland	"
Grand	New Hamburg
Opera House	New Liskeard
Strand	Newmarket
Pastime	New Toronto
Colonial	Niagara Falls
Queen St.	"
Loyal George	Niagara-on-the-Lake
Royal	North Bay
Crystal	"
Lyric	Norwich
Clubhouse	Northpines
Victoria Hall	Oakville
Gem	Orangeville
Opera House	"
Opera House	Orillia
Royal	"
Grand	Oshawa
Martins	"
Regent	"
Regent	Ottawa
Casino	"
Centre	"
Dominion	"
Fern	"
Francais	"
Imperial	"
Loew's	"
Princess	"
Rex	"
Russell	"
Veteran	"
City Hall	Owen Sound
Bijou	Palmerston
Allen	Paris
Odeon	Parry Sound
Royal	"
Casino	Pembroke
Bijou	Penetang
Balderson	Perth
Allen	Peterboro
Capitol	"
Grand Opera House	"
Regent	"
Grand	Petrolia
Victoria Opera House	"
Regent	Picton
Colonial	Port Arthur
Lyceum	"
Grand	Port Colborne
Gem	Port Dover
Cosy	Port Hope
Royal	"
Club	Port McNichol
Princess	Port Rowan
Gem	Prescott
Princess	Preston
Opera House	Renfrew
McKinley Hall	Ridgetown
New Grand	"
National	Rockland
Town Hall	Rodney
Crescent	Sarnia
Griffin	"
Imperial	"
Algoma	Sault Ste. Marie
Duchess	"
Opera House	"
Griffin's	"
Orpheum	"
Victoria	"
Princess	Schreiber
Rex	Schumacher
Princess	Seaforth
Strand	"
Town Hall	Shelburne
Lyric	Simcoe
Princess	Smiths Falls
Rideau	"
Wonderland	Smithville
Strand	Southampton
Majestic	South Porcupine
Town Hall	Stayner
Empire	Stirling
Auditorium	Stouffville
Allen	Stratford
Majestic	"
Princess	"
Lyceum	Strathroy
Opera House	Sturgeon Falls
Allen	St. Catharines
Griffin	"
Grand	"
King George	"
Allen	St. Marys
Pleasant Hour	"
Columbia	St. Thomas
Princess	"
Star	"
Grand	Sudbury
Princess	"
Regent	"
Empire	Sundridge
Opera Hall	Tavistock
Opera House	Thamesville
Empire	Thessalon
Strand	Thornbury
Griffin	Thorold
Star	Tilbury
Town Hall	Tillsonburg
White Star	"
New Empire	Timmins
Old Empire	"
Wellers	Trenton
Auditoritm	Tweed
Opera House	"
Strand	Uxbridge
Music Hall	"
Opera House	Vankleek Hill
Gem	Victoria Harbor
Family	Walkerton
Walkerville	Walkerville
Temple	Wallaceburg
Regent	Waterloo
Lyceum	Watford
Skating Rink	Waubaushene
Grand	Welland
Griffin	"
Masonic Hall	Wellington
Royal	Whitby
Wonderland	Wiarton
Allen	Windsor
Windsor	"
Empire	"
Loew's	"
Star	"
Lyceum	Wingham
Opera House	Woodstock
Princess	"
Classic	"
Griffin	"

Fire Destroys Office of H. H. McArthur, Halifax

The office of Mr. H. H. McArthur, 102 Hollis Street, Halifax, N. S., was gutted by fire on July 1st. The fire was very serious. Mr. McArthur lost seventeen features and office equipment. Mr. McArthur is representative in Halifax for the Stevenson Attractions and Equity Brand of pictures and also deals in theatre supplies. His many friends in St. John and elsewhere sympathize with him in his loss.

H. Irving Beers Loses His Theatre At Moncton, N.B.

A fire visited the Colonial Theatre in Moncton recently and a great deal of damage was done. The theatre, of which Mr. H. Irving Beers is manager, was put out of business. The loss was pretty well covered by insurance. The Moncton patrons will greatly regret the forced closing of one of their favorite theatres. Mr. Beers has no plans for the future at present.

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The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

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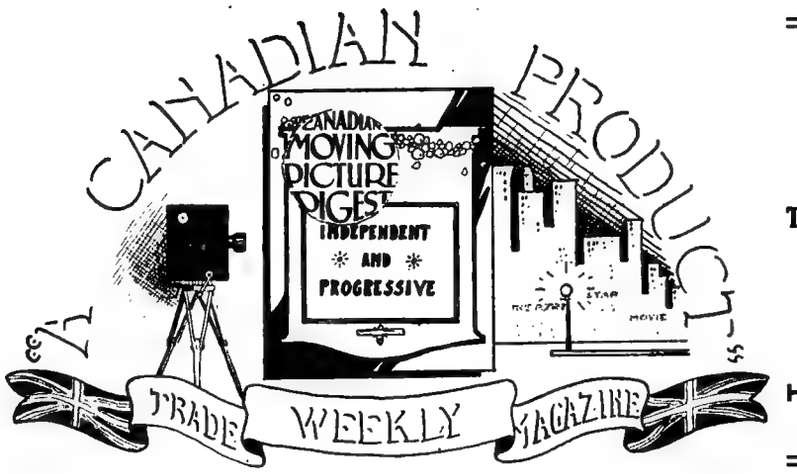

The CANADIAN MOVING PICTURE DIGEST

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HARRY J. MANHEIM
Business Manager

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Glory Hallelujah!

THE announcement that the Paramount are organizing a Paramount Stock company and School appears to have been received with open arms by our contemporaries. The Stock idea is good in that it follows the lines adopted by the original stock companies, who so organized their players that the Hamlet of the current week's production was cast for a minor role in the following week's production; and in this manner all players received their opportunity for stellar roles, while the minor parts were so well taken care of that the stock company became a national institution. Of importance to the community wherein it was established, because of the general excellence of the player's work, which developed and expanded to such a degree that before the season was finished, the stock company was a company possessing only stars.

The Paramount plan should help to reduce salaries, for players will naturally take a little less if contracted for by the season, than from picture to picture. This should help to reduce the cost of production and result in a cut in the price of these pictures for exhibitors. The School idea is also an excellent one, for screen players must be able to adapt themselves to any position in life. As the charwoman's daughter she must be able to wash clothes, or scrub floors in the necessary realistic fashion, there's even a technique in floor-scrubbing. As Milady she must be able to ride her horse, play tennis, golf, dance gracefully, eat her peas with a fork and conform to the general deportment required of a woman of breeding. In addition to the screen technique which the school promises to develop, screen players will be greatly benefited by a course in dramatic art, for this is a realm which the majority of screen players have not passed through. Among the most successful screen stars are those who have come from the speaking stage and been educated in screen technique. It is difficult to conceive that a player can express by eye, mouth, by hands that which he is incapable of expressing by voice. Even though the voice remains silent, the feeling and intensity of the thought should find the same degree of expression that the player would have given it were he on the speaking stage.

Rules of conduct is the big, objectionable feature of the whole proceeding and how an organization which contains as much brain quality as the Paramount can permit their name to become associated with the piffle contained in the set of rules can be only solved when realizing that business acumen in trying to equalize the expression of both powers falls down between them both. It is stated that "artistic temperaments" given to temperamental outburst will not be tolerated. Such a rule would bring about such a repression of emotions, such nerve control, that nature would balance the scale by atrophying the emotions, increasing the emotional outlet in another channel, or sending the player, stark, raving mad. An artistic outburst in an artist, that is the most important part of the whole business, is the opening of a safety valve which keeps the player normal. "Temperamental outbursts" in people who have no temperament is inexcusable. If the Paramount school and stock company is desirous of developing artistic temperament, they will have to take what goes with it. No normally balanced, evenly controlled human being is ever accused of being temperamental, nor are they capable of artistic expression.

The regulations in the clauses of conduct outside of the studio, if drawn up by the members of the stock company, or its officials is as foolish as was the "bill of atrocities" drawn up by the producers when they met the leader of the National Reform movement. Why should screen artists be the one great exception in the world of art? One has not heard of written rules of conduct for players on the legitimate stage, for musicians, painters, sculptors, and authors. Travel through the entire gamut of art and no such written rules will be found. Think of the reaction such publicity must arouse. We can hear the public saying, "Did you see the rules of conduct for the Paramount players, they are making them behave themselves, no bad company, no drinking, no late hours, you can imagine what goes on in the smaller companies when one of the largest organizations must set up rules of conduct for their players. Look at Miss ..... playing that innocent girl's part. She had to sign a contract to behave herself. They're a bad lot all of them from the biggest to the smallest."

And we wonder how the players will like to be encouraged to go to church? Mr. Zukor is credited with saying that although players will not be dictated to in reference to their religion, still they will be urged to attend church. "Angels and ministers of grace defend us." How the ministers will love Mr. Zukor for "them kind remarks." I can see the ministerial chest expand,

(*Continued from Page* 4)

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EXHIBITOR SHAREHOLDERS IN THE CANADIAN EXHIBITORS' EXCHANGE

WESTERN DIVISION

Alm, A. E.	Royal,	Selkirk, Man.
Baron, Paul	Opera House,	Coleman, Alta.
Bishop, K. L.	Phoenix,	Lethbridge, "
Brown, L. S.	Colonial,	" "
Cole, W. J.	Rex,	Bellevue, "
Finlay, W. B.	Monarch,	Medicine Hat, "
Graham, G. A.	Classic,	Winnipeg, Man.
Johnson, Wm.	Orpheum,	Fernie, B. C.
Kershaw, R.	Osborne,	Winnipeg, Man.
MacNichol, A. R.	Lyceum,	" "
Morton, H.	Monarch	" "
Morrow, F. W.	Elm,	" "
Margot, W. H.	Furby,	" "
Miles, J.	Garden,	" "
Rodgers, F. C.	Grand,	Creston, B. C.
Ubertino, P.	Opera House,	Blairmore, Alta.
Weiss, H.	Electric,	High River, "
McLeod, N. S.	Opera House,	Pincher Creek, "
Donneworth, L. W.	Opera House,	Gleichen, "
Leich, H. M.	Regent,	Calgary, "
Dawson, R. J.	Kitsilano,	Vancouver, B. C.
Sutherland, D.	Dreamland,	" "
Moore, A. W.	Progress,	" "
Young, A.	Fraser,	" "
Shields, Thos.	Grandview,	" "
Ward, G. T.	Opera House,	Ashcroft, "
Barwick, W. J.	Rex,	Merritt, "
Darkis, S.	Rialto,	West Sutherland, "
Downey, F.	Empress,	Grand Forks, "
Farmer, P. G.	Enderby,	Enderby, "
Smythe, W. A.	Rex,	Revelstoke, "
Riddell, J. A.	Kaslo,	Kaslo, "
Leask, L.	Rex,	Cranbrook, "

Federated To Release Series of Comedies

A very important announcement was made by the Federated Film Exchanges of America, Inc. immediately after the arrival of Ben Wilson from Los Angeles.

Telegraphic negotiations have been carried on for some time with Mr. Wilson by the Federated and Mr. Wilson made a special trip from Los Angeles to New York to sign a contract with Federated to produce two series of two reel comedies, twelve in each series.

One of these series will be known as the "Federated Comedies" and the other brand name has not as yet been decided on. Neither Federated nor Mr. Wilson desire at this time to announce the stars who will appear in either series, as Mr. Wilson at the present time is negotiating with several very important comedians to be featured in these pictures.

These comedies will be released by Federated the latter part of August or the first of September.

Queen Square Theatre, St. John, N.B., Playing Musical Comedies and Pictures

As well as pictures, the Queen Square Theatre and Opera House have musical comedy attractions as summer features.

EDITORIAL (*Continued from Page 3*)

the eyes turn more heavenward in the contemplation of our pretty, fascinating, adorable lady-players attending church. A host of souls saved, glory hallelujah! For most of the orthodox ministers and their parishioners still have the remnants of an ancient idea, if not the entire idea that "players are perilously close to vagabonds." If this attitude is a catering to the church, the church which has tried and is trying to put Moving Picture business out of business, then its poor business on Mr. Zukor's part. Also it is somewhat behind the times for the trend of present civilization is to find salvation, the church within one's own self and to discover that the best sermon you can listen to is the "wee sma' voice within." The realization that man needs no mediator between himself and his God is also growing; and with this development it looks as if ministers will have to find another channel for the expression of their particular ability.

The establishment, however, of an espionage system is the greatest insult to the intelligence and character of the players of the Paramount stock; and to the ideal of freedom. It is said that Mr. Lasky will receive weekly confidential reports regarding the general deportment of the player inside and outside the studio. Can you imagine the furtive looks these players will develop. No one will know whether he is being "spotted." If the Paramount are seeking to retain the good looks of their players, they will not accomplish it by the "Iron Hand Rule." Players like other artistic persons have within them the qualities of childhood. The greater the artist the more child-like is he in his outlook on life, his confidence in his fellow-man, his appetites. Can you imagine what would happen to the happy nature of a healthy child if it knew it was being constantly watched. I visited the Edison studio years ago. The thing which impressed me about this studio was the machine-like atmosphere which prevailed. I can still remember the time-clock which was punched. Disorder, mentally, physically is most undesirable, artistic disorder is quite another thing. Why even the Greeks who developed the highest sense of beauty, the Romans who developed the finest sense of law, permitted their gods to express themselves in the most human fashion. The heights of Parnassus has never yet been reached by a "perfectly, proper person." Education, ambition are the greatest factors in the regulation of our habits. Educate your players, enthuse them with visions of the place in their sphere to which they can rise; and you will not be troubled with those conditions which you are associating with them.

—*RAY LEWIS*

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CANADIAN HISTORIC FEATURES, LTD., PRODUCING "POLICING THE PLAINS"

THE Canadian Historic Features Ltd. of Vancouver capitalized at $250,000 is producing a picture called "Policing the Plains," which is heralded as the true life story of the Royal North West Mounted Police, by R. G. MacBeth, M.A. The organization is under the personal direction of Mr. Forrest B. Cornish. We are informed that "Policing the Plains" will be as nearly as possible a Canadian and British picture. The cameraman of the company is a Canadian and the cast Canadian. Mr. Forrest is British and is assisted in his work by Captain Steele, who is the son of the well-known Sir Sam Steele. The Canadian Historic Features Ltd. are anxious to get in touch with all possible Canadian talent. The offices and studio address of the company 637 Commercial Drive, Vancouver, B. C. Production will commence the latter end of July. It is very encouraging to see producing activities in Canada taking on such a solid and active impulse. Under these circumstances our right to the title of The Canadian Moving Picture Industry will pass unchallenged.

FAMOUS PLAYERS FILM SERVICE RELEASE "LIGHT IN THE CLEARING"

WORD was given out today from the local office that "The Light in the Clearing" will be turned over to exhibitors at once rather than hold same until the Fall.

According to advices it is said that Hodkinson was prompted to do this, by their realization of the immediate need of big pictures on the part of exhibitors who are fighting to keep open this summer and make some money. It is the contention of the distributors that pictures such as "The Light in the Clearing" will bring people to the theatres regardless of the weather.

"The Light in the Clearing" from the pen of Irving Bacheller, is a story of a great statesman, Joseph Wright, of "Roving Kate," a harmless soul who, cast out by her father many years previous to the opening of the story, spends her time in searching for the child she lost twenty years before; of Bart Bayne who, under the guiding hand of Wright, is destined to become a great political figure; of Ben Grimshaw, his son, who due to his father's bringing up becomes a ne'er-do-well, and of Sally, the girl for whose love there is strong rivalry between the two boys.

How the lives of these characters were interwoven with one another presents one of the most powerful stories ever adapted to the screen."

T. Hayes Hunter, the producer of this picture, needs no introduction to Canadian exhibitors for he has already established himself as one of the industry's big producers. He will be specifically remembered for his two crowning successes "Desert Gold" and "Earthbound."

Mr. Hunter in filming "The Light in the Clearing" spent one year and one month and shot eleven hundred and eighty-seven scenes before he was satisfied that he had done justice to Mr. Bacheller's greatest novel. His directorial genius is shown further in the cast to whom he entrusted the portrayal of the characters in the story. Eugenie Besserer as "Roving Kate" gives one of the most finished performances seen this year.

The cast includes Eugenie Besserer, Clara Horton, Edward Sutherland, George Hackathorne, Andrew Arbuckle and many others of wide repute.

EDUCATIONAL TO RELEASE BEST PICTURES DURING SUMMER MONTHS

"THE best Christie Comedy to date," says *Photoplay Magazine* is "Cold Feet." "It is a hilarious burlesque of the Curwood Frozen North hokum, and is admirably done throughout."

Life has repeatedly mentioned "Cold Feet" as an excellent travesty and has pointed it out as a sign that "the great reformation is at hand" because it shows that motion pictures are learning to "kid themselves."

"Bucking Broadway" and "Mile-a-Minute Mary," two of the fastest and funniest comedies Christie has ever made, will close the Christie series, released in June and July. Shortly after their first preview, these pictures are already receiving high praise in trade journals and other publications. The last two pictures of the series more than keep up the high level of comedy which has been Christie's standard.

Production work is already well under way on the first picture of the 1922-1923 series of Christie Comedies. This series will include twenty pictures, as against twenty-four a year for the last two years. This arrangement was reached by the Christie Comedy Company and Educational so that each Christie Comedy could be made a bigger and better production. There will be as much money spent on the twenty as there was on the last twenty-four.

Educational will continue to release its popular Torchy Comedies featuring Johnny Hines as the "Torchy" of the screen, and its Campbell Comedies, with the lovable children and animals, right through the hot months, when short subjects that will pull are especially needed.

The summer schedule also will include a two-reel special, on the subject of the radio, "Radio Special" made by Filmcraft, and released among the Camera Classics series.

"Educational has no cheaters," said E. W. Hammons, president of Educational in telling of this unusual summer schedule of short subjects. "It never attempts to 'unload' weak pictures during dull seasons. And just to show that it is always keeping faith with exhibitors and trying to help them to make money, it has arranged for the summer months what I believe is the strongest three-month schedule of short subjects ever prepared."

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EXCERPTS FROM NEWSPAPER REVIEWS ON FOX'S "MONTE CRISTO"

The five Los Angeles daily newspapers were unanimous in their praise of "Monte Cristo." Below are excerpts of reviews published the day following the premiere:

The Recorder: "Dust out the spare niche in the hall of fame — the one next to D. W. Griffith, Rex Ingram. Boy, show up Emmett J. Flynn, who's going to occupy it. 'Monte Cristo' as a stupendous production ranks with 'Orphans of the Storm' and 'The Four Horsemen.' For sustained intense drama, it excels both."

The Express: "The same sweep of imagination that distinguished Emmett J. Flynn's 'Connecticut Yankee' to be found in 'Monte Cristo.'"

The Herald: "So lavish is the film's construction, in fact, that one is awed by its stupendousness and gorgeousness. 'Monte Cristo' should be a big boxoffice power. The characters created by the mighty pen of Dumas are immortal in the real of literature. Why not then, the same appeal and longevity on the silver sheet?"

The Examiner: "I'm sure indeed that if Dumas himself could have seen the screen version of his old tale, as it unrolled itself at the Mission Theatre last night, he would have been delighted. The scenario is clean cut and convincing. The work of the actors is beyond all praise. I'm sure that none of them has ever done finer work."

FILMCRAFT ENJOYS POSITION OF TO-DAY THROUGH IMPORTANCE OF LABORATORY WORK

"MADE in the cutting room"—this is an expression familiar to every one who has been associated with the motion picture industry, and those who have had the longest experience in the studios where good laboratory work is stressed will vouch for the importance of the editing table. That the best film productions are made in the cutting room is an established fact —for a well taken subject can certainly be "made" or "marred" by the manner in which it is assembled for projection. Excellent photography, color, theme, action, novelty—all may be lost in a picture that displays careless handling, in the cutting room. The printing of the positive may show poor judgement, the continuity may be weak, the film may be carelessly assembled, the splicing may be rough, the title work may be inartistic, the tinting may be monotonous — and a dozen other details may be faulty, in which case the finest production in the world from point of interest, will likely "prove a flivver." Filmcraft is enjoying the unique reputation that it is today because of the importance that has been attached to laboratory work.

As general manager of this concern, Blaine Irish is personally responsible for the business efficiency, which has built up a unique reputation for Filmcraft in a brief three years. It is a rule of the office that the smallest order coming in must receive the attention of the Lab supervisor. It must be handled from the time it is received until it is shipped out with the same care and precision which marks the handling of Camera Classics or any of the "big work" being put through by the company. Each member of the staff is impressed with the necessity of personal responsibility.

PARAMOUNT SCHOOL ANNOUNCEMENT CREATES INTEREST IN LOS ANGELES

NATURALLY enough, the big announcement of the establishment of Paramount's Stock Company and School was received in Los Angeles, the centre of the film industry, with the greatest interest. All of the Los Angeles newspapers gave the story big headlines on their front pages and many of them sought interviews with leading figures in civic and political life.

Mayor George E. Cryer said:

"Better pictures. That's a slogan that has been a slogan for some time. But no one can get anywhere with slogans until some one begins to do something practical. That's what Jesse L. Lasky is doing—something practical. That's the way to get better pictures. It's a big idea, and I congratulate Paramount upon putting it into action.

"To me the plan is significant of the fact that producers are trying to answer the call of the public for better pictures. In order for Mr. Lasky's plan to be a success he will certainly have to exercise judgment in picking instructors who appreciate the requirements of the situation."

Miss Charlotte Davis, general secretary of the Young Women's Christian Association of Los Angeles, is quoted as follows:

"The building of character among girls and young women is the goal and purpose of the Young Women's Christian Association. Any influence contributing to this end through the medium of pictures has our hearty endorsement. For this reason I am glad to endorse Paramount's up-to-date school idea, as I believe it will ultimately result in better pictures."

Frank Wiggins, secretary of the Los Angeles Chamber of Commerce, the largest local commercial body in the world, said:

"If there is to be education in any branch of motion pictures for motion picture people, it should come from the inside of the industry rather than from the outside. I congratulate Paramount on the originality of this idea for a school within its studios. The idea will be copied elsewhere, I'm positive of that. May it be put into effect immediately."

Rev. Neal Dodd, rector of St. Mary's of the Angels Church and one of the industry's sincerest friends in Los Angeles, made the following statement:

"The establishment of the Paramount Stock Company and School is a sign that the days of harum-scarum are over in motion pictures. This movement means that the motion picture is going to have an ethical basis that it will set and conform to high standards. It means that the people who get ahead in motion pictures must not only be able to act intelligently before the camera but also be willing to act ethically and with due regard for the obligations of their profession which have now been so well stated in the code of the school."

Casino Ottawa Reopens Pictures and Vaudeville

After being dark for a few weeks, the Casino Theatre, Ottawa, Ontario, was formally reopened under new management on Monday, July 10, with a programme of pictures and vaudeville. The Casino had not previously been dark for years. Harold Vance, former manager, is now manager of a summer hotel at a popular resort near Ottawa, it is announced.

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REVIEW OF 'BUCKING BROADWAY,' 'WALL FLOWER,' 'ACROSS BORDER'

"THE WALL FLOWER" features Colleen Moore and Richard Dix.

"The Wall Flower" is the story of a girl, who although quite pretty, was just at that awkward age, which seems to produce a length of leg and arm that is always in the way. This particular girl, Idalene Nobbin was particularly awkward. She knew it, for her mother was the kind who did not spoil her children by flattery. Idalene accepted what seemed to be the inevitable and her resigned look of homeliness, combined with a lack of ability to make the most of such good looks as she possessed left her a "wall flower" at any of the dances where young folks assembled. A young student to be revenged upon his friend, who gets a "crush" on this student's best girl, tells his friend that the "best girl's" name is Nobbin; and the friend invites her to the "promenade dance," his college are giving. The friend of course gets Idalene Nobbin as his guest. It's a case of mistaken identity, but the friend realizing what he has had "passed on him" tries to make good. Idalene, however, proves too much of a burden for the other students who have been paid to dance with her; and they voice their opinions about the "boiled potato" which has been forced on them. Idalene overhears their remarks and realizing what a nuisance she has been; and that the invitation was part of a joke, determines to kill herself. She nearly succeeds when she throws herself in front of one of the cars belonging to one of the guests. It happens that Walt Breen and Miss Pamela Sheil, who were also at the party, happen to witness the accident and Miss Pamela has Idalene taken to her home. Miss Pamela's home is a "heaven" to Idalene and Pamela an angel; and she does exercise angelic strength, when noting the interest Breen, whom she is in love with, is displaying for Idalene. She helps Idalene to appear even more attractive. Pamela takes this little wild flower and changes her into a cultivated rose, which Breen we surmise is going to wear in his buttonhole, forever and ever, as the story ends.

The titles are very clever, most of them amusing bits of philosophy, some make the throat a bit husky and the eyes moist, but the smile is still there for all that. Colleen Moore as Idalene is so pretty that in the scenes where she has to appear plain, she was still good to look at. A girl must have a large share of good looks to look pretty in Idalene's "rustic" get-up. Colleen Moore succeeded. Her comedy touches, her expressive and sensitive mouth and her ability for intense emotion rank her among the best screen stars. Incidentally she did some graceful dancing which we imagine would get her a salary on its own account. Richard Dix as Breen was as good as ever. It is so restful to see Dix work. He always impresses you with the fact that he is a gentleman playing a gentleman's part as only a good artist could play it. Gertrude Astor as Pamela has a very charming expression and grace. Her work also was most convincing, most unaffecting and pleasing. The work of Fanny Stockbridge as Idalene's mother was very good. All the distinctive parts should specially be mentioned but space does not permit. The outstanding feature about this Goldwyn picture is that it has a real story which it tells in an interesting fashion. The story and direction by Rupert Hughes. If this gentleman continues to keep up the standard of excellence which he has established he will be many laps ahead of his contemporaries both in story and in direction.

"ACROSS THE BORDER" is a Paramount picture featuring Betty Compson and Tom Moore. The story by Sir Gilbert Parker is the poorest part of the picture. The director Penrhyn Stanlaw did the best that could be done with the material he had to work with. It seems a pity to waste the loveliness and the ability of Betty Compson on such a meagre role. The same can be said of the part of Captain Flaherty of the R.N.W.M.P. played by Tom Moore. We cannot imagine that Moore was any too happy in his part and Tom Moore is so pleasing when properly cast.

The snow scenes with which this picture abound were very beautiful and some of the "shots" were as fine as any I have seen but snow-scenes and good artists and good direction will not make a good picture if the story is not there. The theme of "Across the Border" is not a particularly inviting one. There is always a bit of romance about "Moonshine," perhaps it is the Southern atmosphere and temperament which gives this kind of a story an interest, but transplant the location to the cold north-west of Canada; and make the "Moonshiners" Canadian bootleggers and rum-runners; and you have an atmosphere which does not lend itself to romancing.

Those who do not know that the R.N.W.M.P. stand out as the finest example of the "quality of duty," might find no exception to the types of R.N.W.M.P. found in "Across the Border." To a Canadian they appeared as funny and unreal as the police one finds in a screen comedy. They seemed to do a lot of talking, but outside of that did nothing; and did not register the qualities which has made them the Friend of the North West.

Captain Flaherty was the poorest example, even though he was under the spell of love. Under ordinary circumstances "Across the Border" might be called an average picture, but certainly not a good Paramount.

"Bucking Broadway" is a Christie-Educational Comedy which features Vera Steadman and Neal Burns. Vera is a stage-star, Neal likes to star-gaze, and watching the love-light in Vera's eyes becomes to Neal a necessity. It happens that Neal's father, in the story, gets an economic brain-storm and preaches economy to the Board of Directors associated with him in business. Neal has not caught the "economy germ"; and takes Vera and some of her theatrical associates out for dinner. A few strings of pearls, diamond necklaces, etc., etc., are handed out as souvenirs of the occasion. The Board of Directors are practising economy, but noting the son of their president indulging in this bit of superfluous expenditure decide to report.

The father determines to watch for Neal on his return. Neal informs his father that he intends to marry the "fair lady." The father's wrath occasions some slight violence, but he cools down when one of the Board counsels him to buy this "female of the species" off. He attends the evening performance of "The Balky Princess" for the purpose of carrying out his plans. But as it so happens in life those who scoff remain to pray, the old gentleman decides that the lady is nice enough to marry himself; and proceeds to carry out this new-formed plan by buying the theatre, the company in order to eliminate his son as a competitor. The son, with the aid of a Justice of the Peace, plus determination, plus the lady's co-operation manages to marry her.

The fun carries on without a let-up. Good, clean, honest-to-goodness comedy. The introduction of the dancing chorus gives this comedy some claim to pretentiousness. Neal Burns is a genuine light-comedy artist, his comedy always appears to be spontaneous and free from forced effort, Miss Steadman makes an excellent second. I should call "Bucking Broadway" another 100 per cent. Christie comedy. You can't go wrong with this one.

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from the story "The LUXURY TAX"
by ETHEL DONOHER *featuring* MABEL BALLIN

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Jacqueline Lee was no different than the others. She wanted the luxuries of life, wanted fine clothes and pleasure. When the Voice whispered she answered.

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HODKINSON PICTURES

FAMOUS PLAYERS FILM SERVICE, LIMITED

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

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CANADIAN MOVING PICTURE DIGEST

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If you are interested in knowing about the greatest proposition that has ever been offered to the theatre owners of Canada

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Paramount Pictures

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TOONERVILLE COMEDIES
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WILDERNESS TALES
By Robert C. Bruce

SKETCHOGRAFS-CARTOONS
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NOTE—An Option has been extended to Sault Ste. Marie Film Ltd., for the making of Ralph Connor's "BLACK ROCK." If this option is exercised this summer, David M. Hartford will direct.

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The 5th of The Ralph Connor Productions

NOW MADE

The Sky Pilot

God's Crucible
(THE FOREIGNER)

Cameron of The Royal Mounted

The Man From Glengarry

YET TO BE MADE

The Patrol of The Surdance Trail

The Prospector

Black Rock

NOTE—So successfully did "The Man from Glengarry" turn out that Ottawa Film Productions Ltd., Voted Ernest Shipman the authority to continue with "Glengarry School Days" which will now be ready for September bookings.

Management of

ERNEST SHIPMAN

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THE quality of mercy is not strained," so said Shakespeare. The Famous Players Film Service say that *the quality of service needs no straining* when the quality of the programme is there. Exhibitors we are going to offer you *quality in pictures*, it is taking us a little longer than usual to select this quality, therefore we suggest to exhibitors that they refrain from *rushing into advance bookings*. Besides, "what's the hurry?" We will all be here ready to do business with you, when you are ready to do business with us. *Wait for our coming announcement.* There is no charge for waiting.

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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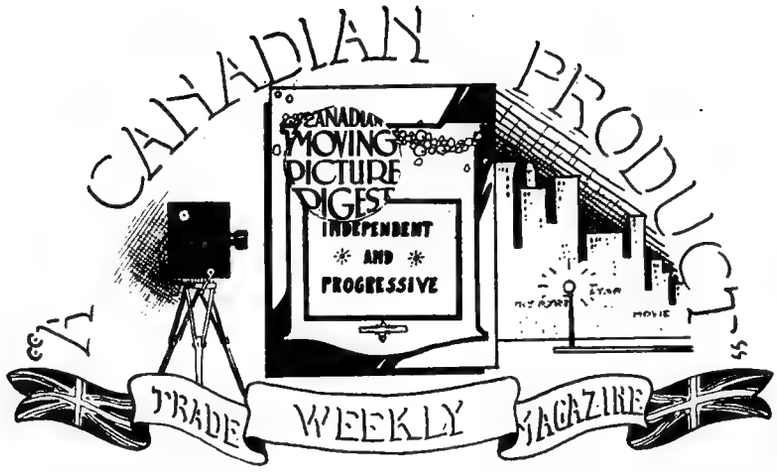

The CANADIAN MOVING PICTURE DIGEST

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HARRY J. MANHEIM
Business Manager

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The Canadian Film Industry

SOME time ago Canada was challenged for its statement, that having no production activities, Canada could not claim a Moving Picture Industry. The fact that Canadians built theatres, with Canadian capital, operated these theatres, bought pictures from exchanges, which had taken out Canadian operating licenses, did not appear to be of sufficient weight to carry the Moving Picture Industry premise. However, our claim to this dignity must now remain unchallenged. From all parts of Canada the information comes of production activities. The publicity bureau of the Board of Trade & Commerce at Ottawa have been producing and are producing pictures in various parts of the Dominion. The Filmcraft product, with the co-operation of Canadian Educational and the *Star*, introduced "Camera Classics" and registered picture production in the province of Ontario.

The Maritime Film Company is starting operations on its second picture. A company has been formed in Vancouver, B.C., to film Mr. R. G. MacBeth's popular book "Policing the Plains." The company "The Canadian Historic Features, Ltd." under the personal supervision of Forrest B. Cornish. "The Man From Glengarry" has finished so successfully at Ottawa, that Ottawa Film Productions has voted to continue right on with the present organization, making "Glengarry School Days." Henry MacRae is the director and William Colvin production manager for Ernest Shipman who controls the rights to all of the Ralph Connor stories, marketing them throughout the world. The company selected to produce Alan Sullivan's much-discussed book, "The Rapids" passed through Toronto on the 10th of this month en route to Sault Ste. Marie where this stirring romance will be filmed under the direction of David M. Hartford. Kenneth O'Hara is company manager for Mr. Shipman. Leading citizens of Vancouver have voted in favour of producing "The Chivalry of Keith Leicester," by Allison Hood. This is a story of Vancouver and the Frazer River Canyon, and a world "market" has already been secured, it is said, for this production. A committee has been formed at St. John's, Newfoundland, to make a series of feature productions which will be enhanced by all the picturesque and quaint locations with which Newfoundland's fishing industry abounds. The rights to Frederick Wallace's stories of sea life, "Viking Blood" and "Blue Waters" have been secured as the first of the series. And to cap the climax of Canada's part in producing, we are to have a series of pictures made in Toronto. The first stirring story of Toronto's political life, the action of which takes place in Toronto, locations Hanlon's point and the Harbor. The story by Hopkins Moorhouse. The rights to this story has been secured by Ernest Shipman and he promises that this is but the first of a series of feature productions which we are to have produced here. Other information reveals that many other productions will be made in Canada under the already mentioned Trademarks; and that offshoots of these organizations will branch into their own producing centres. We must not forget to mention the producing activities of Winnipeg, "God's Crucible" and "Back To God's Country," "Cameron of the Royal Mounted" registering a success.

Canadian authors are getting their opportunity in Canada's picture production, so are the many independent Canadian Exchanges which are springing up without U. S. affiliations, and concentrating on the idea of handling Canadian productions. We must not neglect to mention the formation of various Canadian syndicates, which have brought pictures into Canada to market; and this idea appears to be one which will be very much repeated and elaborated on. Canadian investors look upon the finished picture as a buy for Canada, a safe investment and conducive of satisfactory returns. Canadian Screen News Reels have been adopted by the majority of the leading producers who handle this kind of reel.

This year saw the formation of the Canadian Cinema Arts Society, The Laval Photoplays Corporation with Mr. L. Ernest Ouimet as president and managing director. The purpose to produce stories in California with a special Canadian interest and appeal. The Crescent Films Ltd. was also organized at Montreal and will handle, "Talking Moving Pictures." The Lellan Film Syndicate of Montreal plans to erect a studio in that city for the production of Canadian scenarios. Several U. S. producing companies have travelled to Canada to "shoot" scenes on particularly desirable locations. Ottawa reports a real "film colony"; and if production activities continue to be as active the coming year as the past, we will have film colonies throughout the Dominion.

Being modest we leave *The Canadian Moving Picture Digest* to the last. Canada's first and only Moving Picture Trade paper, which has "passed through the valley of the shadow of death" but remained strong enough to cry lustily, "A Canadian Film Industry" for Canada.

—RAY LEWIS

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BOARD OF CONTROL WIRES MR. WILL H. HAYS OFFERING ITS FULLEST CO-OPERATION

THE Paramount Board of Control is endeavoring to arrange a huge gathering of players and directors with Mr. W. H. Hays for a thorough discussion of the industry's problems. The following telegrams were exchanged:

"Mr. Will H. Hays:

"We, the undersigned, representing the members of the Paramount Stock Company, desirous of fostering the ideals and purposes set forth by you as head of the motion picture industry, pledge to you in our first meeting that we shall do everything in our power to further the success of the program you have laid out "to attain and maintain" the highest plane of achievement for motion pictures. To your efforts in keeping the screen to a standard of wholesomeness and high artistic endeavor consistent with American tradition we pledge our heartiest co-operation. We pledge you that both in our work and in our personal conduct, following the code of ethics laid down for the members of the Paramount Stock Company, we shall strive unceasingly to protect the good name of our profession.

Heretofore such effort has been individual. With the formation of the stock company it has been collective. As a body of men and women working wholeheartedly toward an ideal which you have set, we ask you to give us assurance of protection against scurrilous attacks. For our encouragement and satisfaction might we have a statement from you setting forth your plan of co-operation with the people who are engaged in the actual work of producing motion pictures, namely, the actresses, actors and directors.

(Signed)

"Thomas Meighan, Conrad Nagle, Theodore Roberts, Lois Wilson, Sylvia Ashton."

Mr. Hays answered with the following telegram, which seems to indicate a meeting of players and director is not far distant.

"I have your telegram and appreciate it thoroughly. Complete success in this effort is only attainable with the enthusiastic co-operation of authors, actors directors, producers, distributors, exhibitors and every one engaged in the industry and also with the sympathetic co-operation of the public. I have an abiding faith that this necessary co-operation and generous help will come from all thinking people, who must recognize that our association's purpose, "to establish and maintain the highest possible moral and artistic standards in motion picture production," is an effort for the good of all. I am especially grateful for this collective action on the part of the players and directors and very soon want to arrange for a frank and full discussion with as many players and directors as possible to work out together the most effective plan of co-operation."

CHAS. DENTLEBECK OPENS AGENCY FOR DISTRIBUTION OF THEATRE EQUIPMENT

MOTION picture theatre proprietors will be interested to learn that a member of their own industry has opened an agency for distributing equipment for every part of their houses. Charles Dentlebeck, for years chief projectionist for the Famous Players Canadian Corporation Limited, has announced the inauguration of the Canadian Theatre Supply Company Limited, with head offices at 22 Dundas Street West, Toronto.

Mr. Dentlebeck brings to this business an understanding developed through years of intimacy with the problems of moving picture proprietors in the equipment field. Through his long study of the needs of the projection booths he has learned the requirements of other sections of the houses and in his stock will be found the best of material. He is the Canadian representative for Simplex Projectors, Minusa Gold Fibre Screens, General Electric Motor Generators and Brenkert Spotlights.

Besides carrying these lines, he has a full line of parts and can supply carbons, slide ink, film cement, tickets, slides, condensors, gelatine, ticket choppers, ticket machines, reels, tungsten and carbon lamps. Mr. Dentlebeck is known in this country from coast to coast and several theatre owners and managers from the prairie provinces, as soon as they heard Mr. Dentleback was going to conduct this business, are said to have expressed themselves as confident that they would be able to receive just what they want, as quickly as it is humanly possible to get it and at the right prices.

Mr. Dentlebeck, while discussing his affairs recently stated that one of his ambitions is to supply the theatre world of Canada with as much speed as possible. He fully realizes the necessity for quick delivery and his equipment in his warehouse tends to rapid shipments.

With the introduction of Mr. Dentlebeck's service Canada will now have an equipment distributor who brings to exhibitors the necessary experience which understands their requirements.

WELL KNOWN STARS TO APPEAR ORPHEUM

The Orpheum Theatre, Montreal, after having been through many vicissitudes, including being used for a brief time as a burlesque house, has now gone back to stock, but the point about it that will interest movie fans is the fact that among the attractions will be a number of visits from well known film stars who will appear there in person.

Corrections and Additional Theatres Digest List, Ontario

Hamilton ..... Kenilworth Theatre
Bracebridge ..... Crystal Theatre
Kitchener ..... Star, closed
Caledonia ..... Cosy Theatre
Cornwall ..... Imperial Theatre
Guelph ..... Castle Theatre
Ingersol .....
..Maitland instead of Mason Theatre

Harry Price Handles Maritime For Stephenson — Few Other Changes Made

Famous Players are to distribute Stephenson's Attractions and Harry Decker, formerly manager of Regal and later Montreal manager of Stephenson's Attractions, has gone to Vitagraph. Harry Price, at one time manager of Famous Players, has now been appointed to the Maritime Provinces as sales manager and will handle Stephenson Attractions exclusively for the Famous Players.

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DIGEST LIST OF THEATRES IN THE PROVINCE OF ONTARIO

(CONTINUED FROM PREVIOUS ISSUE)

TORONTO THEATRES

THEATRES	ADDRESS
Grand Opera House,	Adelaide St. W.
Regent	25 Adelaide St. W.
Madison	506 Bloor St. W.
Allens	529 " " "
Alhambra	568 " " "
Willowvale	691 " " "
Kitchener	1008 " " "
Doric	1096 " " "
Academy	1248 " " "
King George	1282 " " "
Vermont	1069 Bathurst St.
Broadview	348 Broadview Ave.
Garden	290 College St.
College Playhouse	344 " "
King	565 " "
Monarch	720 " "
Windsor	1114 " "
Allen	Dovercourt & College
Jewish National	92 Dundas W.
Duchess	772 " "
Oriental	1483 " "
Dundas Playhouse,	1585 " "
Crystal	2901 " "
Wonderland	2920 " "
Beaver	2942 " "
Crescent Palace	3265 " "
Allen Danforth	35 Danforth Ave.
Playtorium	56 " "
Palace	366 " "
Model	411 " "
Iola	605 " "
Cum Bac	1012 Dovercourt Rd.
Crown	591 Gerrard St. E.
Bonita	1035 " " "
Greenwood	1275 " " "
Classic	1300 " " "
Princess	169 King St. W.
Royal Alexander	260 " " "
Park	683 Lansdowne Ave.
Mavety	215 Mavety St.
Ideal	192 Main St.
Aster	233 Ossington Ave.
Blue Bell	309 Parliament St.
Eclipse	387 " "
Carlton	509 " "
La Reta	336 Pape Ave.
Parkdale	Queen & Triller
Odeon	1558 Queen St. W.
Adanac	1398 " " "
Kum-C	1288 " " "
Warwick	1186 " " "
Criterion	1182 " " "
King's Playhouse,	1092 " " "
Temple	1032 " " "
Euclid	694 " " "
Orpheum	604 " " "
Chateau	550 " " "
Pickford	382 " " "
Peoples	334 " " "
Reo	214 " " "
Maple Leaf	94 " " "
Globe	75 " " "
Colonial	43 " " "
Photodrome	39 " " "
Variety	10 " " E.
Moss Park	225 " " "
Idle Hour	364 " " "
Imperial	408 " " "
Teck	700 " " "
La Plaza	735 " " "
Empire	884 " " "
Rex	1130 " " "
Palace	1383 " " "
Melba	1574 " " "
Allen	1969 " " "
Family	2173 " " "
Prince Edward	2236 " " "
Allen	13 Richmond St. E.
Brighton	127 Roncesvalles Ave.
Revue	400 " "
Christie	655 St. Clair Ave. W.
Allen	1156 " " " "
Royal George,	1217 " " " "
Oakwood	Oakwood & St. Clair
Empire	23 Temperance St.
Shea's Hippodrome	32 Teraulay St.
Shea's Vaudeville	91 Victoria St.
Strand	91 Yonge St.
Red Mill	183 " "
Loew's	189 " "
Pantages	263 " "
Empress	317 " "
National	373 " "
Victoria	651 " "
Loew's Uptown	764 " "
Rosedale	803 " "
York	812 " "
Queens Royal	1488 " "
Capitol	2492 " "
Belmont	Vaughan Road

MGR. JOE BLOCK TAKES LOEW'S, MONTREAL

Some interesting moves have been taking place in the handling of Montreal picture theatres. Joe Block, formerly manager of the Globe theatre here, has taken over Loew's Court theatre which he has christened "The Court." He is running some nice shows there and is apparently making it pay expenses.

Big Dave Dormant and Harry Kauffman Unite

Mr. Dave Dormant visited Toronto. Big Dave appears to be a much welcome visitor. When interviewed as to future plans, Mr. Dormant stated that he and Mr. Harry Kauffman had a few pictures to road show next season which is bound to make "them sit up and take notice."

BIG DEAL REPORTED TO BE IN FORMATION IN CANADIAN THEATRES

It is reported that the remaining fifty per cent. interest in Black New England Enterprises held by Alfred S. and John A. Black has been sold to the Famous-Players Lasky Corp. It is said that the brains behind the deal are those of Mr. Adolph Zukor, although Mr. Hal. Franklin is credited with having brought about the consummation of this proposition. This deal is purported to be the largest of its kind recorded in the Moving Picture business, but does not take from the magnitude of a similar deal which is said to be in the course of fulfillment both in Missouri and in Canada. The one in Canada we surmise possibly involves the much-talked of Allen Chain. Some exhibitors might wonder what the Famous-Players Lasky would want with a chain of theatres, the Black New England Chain, of which it is said, sixty per cent. have seating capacities of not more than 400 each, the remaining twenty houses being considered big houses, but evidently when it comes to acquiring a theatre nothing is too small for the biggest corporation.

Managerial Changes In Canada's Film Industry

Mr. Finley McRae, brother of the director Henry McRae, Ottawa Films has been given an executive appointed by Mr. Shipman with the Ottawa Films company. Mr. G. A. Faulkner replaces Mr. Meyer Fischer as manager of the Regal Toronto office. Mr. Bach, general manager of Famous-Players Film Service, Canada, has resigned and will leave for a summer vacation before resuming activities. Mr. Bach has a business interest in a concern which is at present operating in Canada; and is considering the possibility of becoming an active partner in this enterprise, giving up his picture association. Mr. Bach is not the only picture-man who has longed to get into some other business but our own, he is more fortunate however than the others, for it appears that Mr. Bach has arranged his plans for just such a contingency.

A. E. Smith Loses His Father Through Death

The DIGEST offers its sincere sympathy to Mr. A. E. Smith, manager of Famous Players, whose father died recenty in Montreal.

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G. A. BALSDON, ASST. GEN. MGR. OF VITAGRAPH, VISITS TORONTO

MR. G. A. BALSDON, Assistant General Manager of Vitagraph, visited the Toronto branch and emphasized more emphatically than ever that Vitagraph would remain among the Independents. Mr. Balsdon felt quite satisfied with Vitagraph's progress in Canada but intimated that with the new programme for the coming season, Vitagraph's position would be even more secured. "We are a firm who believe in building slowly," said Mr. Balsdon. "Mushroom growths have no place in our organization. The men at the head of our branches, the men holding the most important positions in our company are the men who have grown with our position; and their promotion has come as a result of efficiency and faithfulness to service. Vitagraph prides itself on its clean pictures. With perhaps one or two exceptions we have not strayed from our purpose to make pictures which were beyond the censorial shears, and our transgression although a very minor one, resulted in a loss to our organization only for Mr. Smith withdrew from release the picture which did not maintain our standard. Clean pictures are what the exhibitor will get from us and the bigger the box-office angle of our pictures become, the more assured will the exhibitor be that he can play our pictures as they come from our studio, no cuts will be found necessary." Canada looks good to us, it always has, but now more than ever and Canadian Exhibitors have no reason to say other than Vitagraph looks good to them." Incidentally a rumor states that Mr. Balsdon and Mr. Scott of Canadian Exhibitors were seen in earnest conversation.

Secretary Ottawa Board of Trade Takes On a Less Strenuous Position

Mr. Hector K. Carruthers, the hustling secretary of the Board of Trade, admittedly the hardest worked man in Ottawa heaved a profound sigh of relief when he was permitted to resign as secretary of the Ottawa Film Productions, Limited. The manifold duties of a new motion picture organization left Mr. Carruthers but one of three choices; to lose his home, his Board of Trade connections, or his latest affinity. Mr. Carruthers has wisely decided to stick to his first loves, but remains as director of the Ottawa Film Productions; and the duty of duplicating signatures on all cheques now passes on to his successor Mr. Frank Aller.

Author Resigns To Form Own Producing Unit

Robert Stead has resigned from the directorate of the Ottawa Film Productions Limited in order to be free to assist in the formation of his own company which will produce his story of Western Ranch life entitled, "The Homesteaders." Ernest Shipman has made arrangements for its production and exploitation. Mr. Black, superintendent of the Booth Lumbering Company was elected for Mr. Stead's position.

Canadian Educational Films are pretty busy just now and are just about to release three pictures at Loew's, the Allen and the Capitol, Montreal.

Real "Film Colony" Celebrate In Ottawa

The "film colony" in Ottawa, the Canadian Capital, consisting of the directing and technical staff and members of the cast for "The Man From Glengarry" which is being produced by Ernest Shipman's Ottawa Film Productions, Limited, observed the Fourth of July by the holding of a special dinner in the Alexandra Hotel, Ottawa, with Elmer McGovern, film editor, as toastmaster. Those who took a prominent part in the banquet included Director Henry McRae, Charles Gerke, laboratory man, William Colvin, Jack Biezel, Barney McGill, William Stewart, and others. Although on Canadian soil, the celebrants did not forget the American Independence Day and both United States and Canadian flags were much in evidence.

Monsieur J. Thibert Retires From Picture Business For Present

J. Thibert, formerly secretary to L. E. Ouimet when resident of the Specialty Film Import, has given up moving pictures—for a time at least—and is in Beauharnois running a general store with his brother. Mr. Thibert is too good a man to be long out of the game, however.

EXHIBITORS READ THE REVIEWS

Review on Canadian Exhibitors' Exchange Release, "Determination"

Washington Times, Jan. 2, 1922.

"DETERMINATION"

The Garden Theatre will continue to show "DETERMINATION" for the ensuing week. That the Washington movie fans have appreciated this big production has been evidenced during the past week by the capacity houses to which it has been shown.

The story is essentially a character study, intended to depict the activities of a man who has devoted his life and his fortune to the uplift of humanity, and in this connection are shown hopeless drug addicts, the Fagans, the fences, the stool pigeons, the dips and the confidence men and women who go to make up the residents of that vice-ridden section of London known as Whitechapel. All of the characters are accurately portrayed, true to life, and in an atmosphere gleaned from an intimate association with the criminal classes in all walks of life, and in their respective haunts, where it is understood that the author of the story spent more than a year gathering his data for his characters and the atmosphere of the day.

The evolution of the story also takes the audiences into the underworld of Paris, showing the Apaches of that city, their organization and their activities. Great care seems to have been exercised in the selection of the all-star cast, and all of the character parts are ably portrayed by actors peculiarly fitted for the parts in which they are cast.

It is understood that after next week's showing this production will be played in the big cities throughout the country, and that there will be no further opportunity to see it in the picture houses of this city for many months. Released thru the Canadian Exhibitors Exchange.

Warner Richmond Appears In "Jan of the Big Snows"

The Imperial Theatre, Ottawa, Ontario, has made capital out of the fact that "Jan of the Big Snows," the attraction booked for the week of July 17, has for its leading man Warner Richmond who has been a resident of Ottawa for past weeks for the making in the Ottawa district of "The Man From Glengarry" under the supervision of Ernest Shipman and the Ottawa Film Productions, Limited. The Imperial announced that the presentation of "Jan of the Big Snows" would give local photoplay fans an opportunity of seeing Warner Richmond, about whom they had been hearing and reading so much in connection with the production of the Ralph Connor story.

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"SILVER WINGS" FIRST OF FOX SPECIAL PRODUCTIONS FLIES HIGH

NEWSPAPER critics were generous in their published appreciation of "Silver Wings," the first of the many super-special productions scheduled by Fox Film Corporation for 1922-23 to be shown on Broadway. "Silver Wings," which features the famous Mary Carr and represents a master achievement in motion picture output, opened at the Apollo Theatre recently. The world premiere was attended by an exclusive audience composed mainly of newspaper critics, magazine editors, well-known clergymen, educators, and a large group of prominent actors and authors, whose hearty applause at the close of the showing resulted in bringing Mrs. Carr before the assemblage for a short address.

Following are extracts from reviews published in the New York daily press:

Morning World (Quinn Martin)—"'Silver Wings' is the kind of motion picture you want to write home about. After seeing it you feel as though you ought to drop a line to mother and tell her what a no-account rascal you used to be. This new drama is as true to life as anything yet pictured. It even seems more effective than 'Over the Hill,' since it is less tragic in its serious moments—content to reflect human nature, not bent upon emphasizing its sad extremes."

Evening Mail—"It was distinctly Mary Carr's night at the Apollo Theatre last night. Not only did she score a distinctive personal success as the star of the motion picture which had its premiere 'Silver Wings'—but when she appeared in person at the close of the picture the reception she received amounted to a genuine ovation and left no doubt as to the esteem in which she is held by the public as one of the screen's great mothers and a splendid, capable actress."

Evening World (Don Allen)—"Mother love in great big portions is served in 'Silver Wings,' starring Mary Carr, which started an extended run at the Apollo Theatre last night. The story is well told, well directed, and for those who like to sob a bit should prove attractive. It has some wonderful photography and the acting is all that could be desired, especially that of the dainty little star. The story is welcome relief from the superheated sex stuff that has cluttered up so many films recently and is well worth seeing."

"GERRY" AKERS GENERAL MGR. FAMOUS-LASKY FILM SERVICE HAS PASSED THE MERIT TEST

AN announcement of considerable interest to Canadian exhibitors and the trade in general is that just made by the Famous-Lasky Film Service Ltd. and the Famous Players-Lasky Corporation of the appointment of Mr. Gerald E. Akers to the post of General Manager of the Canadian Paramount exchanges. Mr. Akers has already assumed his new duties, having succeeded Wm. A. Bach, resigned. Mr. Bach who has been General Manager in Canada since the first of the year when George Weeks was promoted from that position to that of Divisional Sales Manager of 13 offices with headquarters in New York City, tendered his resignation prior to leaving on a recent extended trip to the western branches. An effort was made to have Mr. Bach reconsider the matter and remain with the organization with which he has had a successful career and failing in this Mr. Akers was selected for the important assignment.

Gerald E. Akers has grown up with Paramount, having been connected with the Famous Players-Lasky Corporation since its inception, ten years ago, although he has been in the film distributing business for a matter of 14 years. His first salary cheque amounted to $9 for services rendered as an errand boy.

At the Kansas City Paramount offices Mr. Akers was in turn Shipping Clerk, Booking Manager and Salesman. Winning his promotion to Branch Managership through the excellent results he obtained for his company in Kansas City, he was put in charge of the Omaha office for a year and a half, following which he was Branch Manager at Kansas City for a year and at St. Louis for a year and a half.

From St. Louis, "Gerry" as he is known to all his friends, was called to the Home Office in New York where S. R. Kent, General Manager of Distribution appointed him Division Sales Manager, with supervision of the St. Louis, Omaha, Kansas City, Des Moines, Minneapolis, Salt Lake, Denver, San Francisco, Los Angeles, Portland, Ore., and Seattle exchanges.

When it became apparent that the General Managership of Canada would be open, Mr. Kent, looking about his organization for the man who would be most satisfactory in his estimation to the exhibitors of Canada, decided that Mr. Akers was that man.

As will be noted from the above, Mr. Akers has worked in every department of the exchange and that most of his experience has been with Paramount, makes it all the more valuable to him and to exhibitors in his new field. He has also had experience in handling theatres and is thoroughly familiar with all the problems of the exhibitor.

Next week Mr. Akers will visit the Montreal and St. John offices of his company and leave soon thereafter for a trip to Winnipeg, Calgary and Vancouver.

What You Will See In "At the Sign of the Jack o' Lantern"

A haunted house that looks like a jack o'lantern when the windows are lighted at night.

A huge black cat that has an uncanny habit of appearing at every psychological moment.

A search for buried treasure in the orchard at midnight.

What the relatives found when they looked behind Uncle Ebenezer's picture.

A shadowy figure that is seen prowling about the halls at midnight and other super-natural happenings.

What happens when the relatives literally "eat up" the heritage that Uncle Ebenezer left his nephew.

What Uncle Skyles, the Poet, Mrs. Dood and Mrs. Holmes find buried under the old apple tree.

Hodkinson feature released thru Famous-Players Film Service.

Marjorie Daw Appears In "Fifty Candles"

Perhaps the most winsome of screen ingenues of the day is little Miss Marjorie Daw, who is lending her talents to Irvin V. Willat's "Fifty Candles," released thru Famous-Players Film Service. Miss Daw's ability to demand a laugh or tear at will to say nothing of her delicate handling of any part assigned her, has certainly embedded her in the memories of all lovers of the screen.

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MEYER FISHER FRIEND OF EXHIBITORS EARNS HIS TITLE TO "THE HONEST SALESMAN"

A LETTER OF APPRECIATION

Toronto, July 4th, 1922.

DEAR MR. FISHER:

We, the undersigned, having learned of your resignation with the Regal Films Limited, sincerely regret your departure, and we wish to take this opportunity to express our appreciation of the straight forward, clean cut business methods, and courteous treatment, received at your hands while transacting business with you.

When a film salesman has been selling film to exhibitors as many years as you have, and can still retain their esteem and respect, we are of the opinion, Sir, that you have a record which you should be justly proud of, and one that for the benefit of the Industry might well be copied by other Salesmen.

We do not know what your plans for the future may be, but we assure you, that should you affiliate with another Film Exchange we will endeavor to give you our support and should your business dealings continue with the Exhibitors along the same lines as heretofore, the Exchange with which you may become connected will, in our opinion, receive a valued selling asset to their organization.

With best wishes for your future success,

Sincerely yours,

(SIGNED)

J. C. Brady, Madison Theatre.
H. Alexander and M. Menthol, Park Theatre.
Thos. Pringle, Vermant Theatre.
S. Lister, Doric Theatre.
S. C. Biszinick, Moss Park Theatre.
Joseph Cohen, Classic Theatre.
Harry Ginsler, Iola Theatre.
L. Feighen, Eclipse Theatre.
A. Lester, King Theatre.
S. Garr, National Theatre.
J. D. Galahan, Duchess Theatre.
W. D. Ferguson, York Theatre, King George Theatre, Empress Theatre.

A. BERMAN, GENERAL MANAGER FOREIGN DEPT. DENIES RUMOURS ABOUT FIRM'S NEW AFFILIATIONS

IN an interview with the DIGEST Mr. Berman, who has been appointed general manager of the Foreign Department of the United Artists, denies the various rumours of the affiliation of his organization with other exchanges. Rumour has a habit of "starting something" and in Toronto of late the various rumours have not only given the exhibitors palpitation of the heart, but have increased the heart-action of the members of the Exchanges also. The rumour in association with United Artists is to the effect that they will release through the Famous-Players Film Service. Another rumour states that the Regal will get the distribution. Mr. Berman states with much emphasis and speaking for the president of the organization of United Artists, Mr. Hiram Abrams, that the United Artists will release their pictures as heretofor and that the rumours have no foundation. Of course if one of these rumours should prove true, one could not attach any blame to Mr. Berman for his negative statements, so many changes happen so quickly in our business, that the wisest of our crowd are continually guessing.

Mr. Berman recently returned from England where he established and organized the Allied Artists Corporation, the Trademark under which United Artists operate in Europe. Distribution of United Artists pictures are being made throughout Europe with the exception of Germany and Russia. Distribution centres have been opened in the Far East, Australia, Mexico, Cuba, South America. In commenting upon English production, Mr. Berman states that the English producers are making big advances in picture production and that recent pictures show a standard quality. That exhibitors have made great progress in the perfecting of their projection and in the improvement of their picture theatres. The slump of last year was precipitated by the worst spell of hot weather ever experienced in England for the last forty years. This year business is resuming a more normal swing. Mr. Berman installed his assistant manager Mr. F. Wyne Jones as manager of the Allied Artist's Corporation. Incidentally Mr. Berman states that the United Artists are entirely satisfied with the work of their representatives in Canada.

Our Friend Jennings Visits the Queen City

Another visitor to Toronto was Mr. Al. Jennings who made many friends through his association with various theatre and picture organizations in Canada. Mr. Jennings is now associated with the Frank Rembusch Enterprises and is located at the Charles Ford Motion Picture Studios, Indianapolis, no relation to the Ford car. Rembusch Enterprises will release some of their pictures in Canada. Mr. Jennings looks happy, well and prosperous. In reference to the family Mr. Jennings replied, "Good master, we are seven," which forces us to conclude that the baby of the family when Jennings left Toronto, is still the baby. Jennings appears satisfied so it's none of our business.

"Come On Over" Scores At Imperial, Montreal

"Come On Over" the Famous Players special, is getting nothing but praise from Manager Conover of the Imperial, Montreal. Mr. Conover ran it for a week and expressed himself in the highest terms of appreciation. He says it is the best ever from Famous Players and has even such pictures as "The Old Nest" and "Madame X" beaten. It played to such good business at the Imperial that Mr. Conover says he is seriously considering taking it for a repeat week in the near future.

Canadian Moving Picture Digest Receives Congratulations On Its Theatre List

The DIGEST's campaign against the dissemination of incorrect news in connection with the number and importance of Moving Picture theatres in Canada, by official United States officers, is bearing fruit and has been the subject of a number of congratulatory messages and verbal thanks to its correspondent in Montreal. It is felt that a great injustice was done and there is a general impression of thankfulness that a live Canadian picture paper should take the matter up so promptly and fully. Incidentally we are in receipt of so many requests for extra back copies of the DIGEST with our list of picture theatres in Canada that we wish to inform inquirers that the DIGEST will print the Quebec Province list of theatres which concludes the list in the coming issue of the DIGEST.

Requests for extra copies desired should be made not later than July 21.

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CHARLES DENTLEBECK

Announces The

Opening of The Canadian Theatre Supply Co.

Complete Theatre Outfitters

TO THE EXHIBITORS OF CANADA:

WE take pleasure in notifying you of the opening of our First Office in Canada. We are situated at 22 Dundas Street West, Toronto, close to the film centre of this Great City. While we are complete Theatre Outfitters, we specialize in Motion Picture Theatre Equipment. We are prepared to give a service that cannot be surpassed.

We are Canadian Distributors For

SIMPLEX PROJECTORS
MINUSA GOLD FIBRE SCREENS
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At all times we shall carry complete stocks of parts for all makes of projection machines as well as CARBONS, SLIDE IN, FILM CEMENT, TICKETS, SLIDES, CONDENSORS, GELATINE, TICKET CHOPPERS, TICKET MACHINES, REELS, TUNGSTEN and CARBON LAMPS, in fact everything that enters into equipment used in a Theatre.

GIVE US A TRIAL ORDER and you will note our PRICES ARE PLACED AT A FIGURE YOU WILL BE WILLING TO PAY.
We give Prompt Attention to Mail Orders from any Part of Canada.

WE KNOW HOW

Canadian Theatre Supply Co. : 22 DUNDAS ST. WEST
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Rumour No. 2 States Phil Kauffman Is To Leave Regal Exchange

When Mr. Phil Kauffman, General Manager of the Regal Exchange was interviewed as to a report that he was to resign as General Manager of the Regal Exchange, he denied the story and wanted to know where the DIGEST "got the idea." If we were to whisper "a little bird told us" Phil might go out and kill all the "little birds" picking crumbs from the Regal Table. We believe in being kind to animals or birds, even if they are not dumb. Lady Macbeth in "Macbeth" said, "Out damned spot" referring to the blood on her hand after her great "killing." If these rumours persist in changing the map of the Moving Picture Industry in Canada we'll all have to get together and cry, "Out damned rumour."

FAMOUS-PLAYERS-LASKY ASKING EXHIBITORS TO MAIL FRONT PAGE ADVERTISEMENT FOR INFORMATION

THE Famous-Players-Lasky are asking exhibitors to cut out the announcement on the cover page of the DIGEST and mail it to the various offices of Famous-Players-Film-Service in order to have an interesting proposition mailed in return. Life is full of surprises and one never knows when a little surprise is waiting for you, even though the "surprise" which furnishes you with a real party has heretofor passed you by. It is well to develop a nature which investigates and since the mailing proposition only entails an envelope and a stamp, the DIGEST clipping, exhibitors might find it to their interest to "bite." A telephone message mentioning the DIGEST clipping would we imagine bring the desired proposition Famous-Players have to offer. Exhibitors, however, will do well when telephoning or talking about the proposition to mention the one indicated in the DIGEST, front cover, issue of July 15th.

Mgr. Goodale of Loew's Manages a Clever Stunt

Manager Goodale of Loew's Theatre, Ottawa, Ontario, pulled off the neat little stunt of having the "Loew's Weekly," the theatre house organ, printed in a Paddy Green color for the week of July 3 when the feature attraction was Betty Compson in "The Green Temptation."

Model Theatre, Box 396,
Goderich, Ont., July 8, 1922.

Canadian Educational Films

Dear Sir:

Just a word in appreciation, don't faint, of the Mermaid comedy "Free and Easy," it is the "Snake's Wrist." Best comedy we have had in a long time and has some of these so-called "Big" comedies backed into the ether. The first night the house roared and the second night we cleaned up about two tons of peanut shells. Mermaid comedies mean an acquarium full of laughs to our patrons.

Yours truly,
(Sgd.) GEORGE DENNER

G. Martineau, manager of the Valleyscope, Valleyfield, is in town and is taking in his Fall supply of pictures.

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BERTRAM GRASSBY DISFIGURES HIMSELF FOR "FIFTY CANDLES"

WE have heard of the actor who would do all but actually disfigure himself for the sake of art and realism, and we recall in particular the cases of William Robert Daly, who grew a vicious looking varicolored beard for Irvin Willat's "Down Home," in order that he might appear drunken successfully. The other which will always linger in our mind is Lon Chaney's characterization in Gouverneur Morris' famous story "The Penalty," in which he so bravely carried his clever role through the entire production with both legs strapped tightly under him.

Now we have brought to our notice another sacrifice for art—that of Bertram Grassby, who is playing the role of the Chinaman in Irvin V. Willat's current production, "Fifty Candles," by Earl Derr Biggers. One can hardly imagine Mr. Grassby without his always heretofore very much present mustache, but as we have said before, he has sacrificed this well known feature for the sake of the portrayal of a character role. In order to best look the part, he had both eyebrows shaved, his mustache trimmed off and his head shaved all but a little patch on the crown from which he will hang the well known cue. Unfortunate indeed that he could not have grown the cue itself, how truly villainous he would have appeared during its growth.

"Fifty Candles" is a Hodkinson feature released thru Famous-Players Film Service.

Among the most charming scenes to be seen in "Smilin' Through," the splendid First National attraction which is playing to capacity audiences throughout Canada, are those in which Norma Talmadge, the star, and members of her company revive some of the beautiful old time English dances on the screen.

EDUCATIONAL RESPONSIBLE FOR FILMCRAFT'S SUCCESSFUL VENTURE

FILMCRAFT, Toronto's own producing company is in the midst of its biggest producing activities since the company was incorporated. In an interview with the DIGEST, Mr. Irwin Proctor, president of the company, said, "We have been for years striving to demonstrate to those interested in educational and scientific work, the tremendous possibilities of moving pictures for instructional and research purposes. The use of the picture for other than entertainment purposes is only just beginning to be appreciated, but I am glad to say that our efforts in this field are already bearing fruit. We have demonstrated to the entire satisfaction of many people, prominent in educational circles, the merit and necessity of instructional motion pictures, but the situation is still difficult owing to the reluctance of the educational authorities to place equipment in the schools and institutions for the projection of pictures until the extensive film library is available. On the other hand it is not practicable to build up such a library until it can be seen that there will be an outlet for the films. Consequently the development must go on slowly and both ends gradually build up together."

Filmcraft appreciates the necessity for hard pioneer work in this regard, so that the splendid possibility of the work may be realized, and in this connection has already done considerable work for the Ontario Government along these lines. The possibilities and the varied work of these films are well demonstrated by the striking contrast between the work being done by the Ontario Motion Picture Bureau; and that which was being done three to four years ago. At that time their work was confined to scenic pictures of the Province and a few more or less instructional films, or agricultural subjects. Today their work covers a very wide field of educational, propaganda and scientific work which is of unestimable value to this province; and which is creating a very favorable impression; and attracting wide-spread attention in all parts of America. Filmcraft is justifiably proud of the work which they have done in this connection, having been entrusted with some of the most important subjects made by the Bureau; and the companies which make these pictures, under the direction of the Bureau, are coming in for a very large share of the favorable and enthusiastic comment received wherever these pictures are shown.

With the inauguration of "Camera Classics" early in 1922, the company produced for the motion picture public one of the finest one-reel magazine features of the year. These features were designed to incorporate short subject novelties, such as picturesque and inviting scenic features, humorous cartoon creations and comic topics. "Camera Classics," released under the Educational banner have enjoyed, during their first six months existence, a coast to coast distribution. The interest aroused in "Camera Classics" has inspired Mr. Blaine Irish, general manager of Filmcraft Products, to elaborate on these special releases, so that every new release will present a decidedly different novelty, in conjunction with those qualities, excellence of photography, smartness of title work, clever and humorous treatment of the subjects introduced, which have made "Camera Classics" one of the Educational feature programme releases. The new releases which are to come along sound almost too good to be true, but Mr. Irish states very emphatically that they're going to be both good and true. "Camera Classics" have made a very good start. They have proven that Canada provides both opportunity and field for those who have the initiative to start something, to stick to it until it's too good to do anything else but stick.

In discussing "Camera Classics" with Mr. Hanson, General Manager of Canadian Educational, Mr. Hanson expressed himself as thoroughly satisfied with the manner in which "Camera Classics" have been received by Canadian audiences. "You know the standard our programme in Canada has established," said Mr. Hanson, "when we release a product it must be good, it must measure up to what our Trademark means to exhibitors; and our handling of a Trademark is security to the exhibitor that the Trademark handled measures up."

Shuberg Takes Back The Province in Winnipeg

J. A. Shuberg, of Vancouver, former owner of the Province theatre, Winnipeg, which has been leased by the Allens for the past three years, has arrived in Winnipeg and again taken over the direction of the Province. John Ward remains as manager.

The opening of "Monte Cristo" at the beautiful Mission Theatre was a gala event and found the elite of Los Angeles society in the audience. The spontaneous applause which frequently arose during the flashing of numerous scenes indicated the approval of those who attended.

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RAY LEWIS REVIEWS 'THE ORDEAL,' 'COME ON OVER,' 'MR. BARNES OF N.Y.'

"THE ORDEAL" with Agnes Ayres and Conrad Nagel, is entertaining enough for any house or audience. There is a good deal of the "sob stuff" but the punch is there; and most picture audiences respond to this style of a picture. Somerset Maughan who wrote the story, wrote it with just enough of that difference which marks a Somerset Maughan story. Although the story involves a sacrifice, the moral forces one to conclude that sacrifices are not always the best for the one who sacrifices, or for the one for whom the sacrifice is being made. Agnes Ayres as the sacrificing sister registers some excellent work. Miss Ayres is so good to look at; and her work so fine that I was glad to see that she has recovered from the "posing" spell under which she appeared to have fallen in some of her other pictures. It is only natural to realize that under circumstances that imperil those we love, situations in which our life is weighed in the balance, conditions that test the fibre of our very soul, under such a fire one cannot look as beautiful as when emerging from a "Beauty Parlor." This appears to be the mistake under which most pretty stars labour, or perhaps it is the fault of the director, who wants his star to register the big scene in a big way, but keep her looking smart and well-groomed through it all. It can't be done, for the result hurts the reputation of the star and hurts the picture. Paul Powell, the director of "The Ordeal," has some common sense; and that is why Agnes Ayres in one of her big scenes was allowed to have her usually well-groomed head disarranged. Anne Schaefer as the colored maid gave the picture excellent support; although her face looked so shiny that one wondered if cold-cream had not been too freely applied. Conrad Nagel was splendid in his role. The sets were in good taste, the action rapid, the story absorbing. The gamut of the emotions has been bared for our entertainment in "The Ordeal." A few more parts of this kind for Agnes Ayres, as good direction and she will fulfill the promise of her most excellent work before she became a star. "The Ordeal" a Paramount, released thru Famous-Players-Lasky Film Service.

"COME ON OVER," Goldwyn production starring Colleen Moore demonstrates again that Goldwyn knows how to pick stories and Rupert Hughes how to write them. Alfred E. Greene directed and he certainly got the "meat" out of the material he had to handle, which was good for repeated laughs. Run in conjunction with "Mr. Barnes of New York" at the Allen, Richmond St., I am afraid that it outstripped the feature in many points with its sustained interest, its spontaneous action and humour. The story is centralized around an Irish family who emigrate to America. One son, the beloved one of our heroine, Moyna Killilea, is always losing his job. Two other sons are policemen, another a priest. Michael Morahan the father has the usual Irish sense of humour, in addition he is full of surprises. One surprise is his return to Ireland to see the "auld mother" he left behind, but never neglected. Another surprise is the bringing of her back to America and in addition to this surprise to his wife, he brings along little "Moyna" offering his son another surprise. Moyna on her arrival happens to overhear a certain conversation between Shane, her hero and Judy Dugan; and red-haired by nature, green-eyed by disposition, plus jealousy, she leaves the Morahan home only to be brought back by one of the Morahan policemen. The story is as thin and as cool as the thinnest piece of ice; and yet it is as brimful of "pep" as the mellowest glass of good old wine. The atmosphere abounds in Irish sentiment, and Irish humour. Mrs. Van Dusan, formerly Kate Carmody, sister of "one of the big guns" enters in the spirit of the picture with real Irish abandonment, as does also Kate Brice who plays Mrs. Morahan. The "auld woman" with her clay pipe is a "bit of a divil" as "auld" as she is; and when she joins the "young shavers" in a dance the audience cannot resist applauding, in fact I observed that in addition to repeated laughs, the audience indulged in a good deal of hand-clapping. The finish of the picture, with everybody on the floor "shakin' a leg" in real Irish style aroused a storm of applause which is about the finest bit of exploitation for the surety of full houses which any picture can hope to obtain. "Come On Over" is bound to please any audience and chase the gloom away from even a chronic pessimist. Released thru Famous-Players Film Service.

"MR. Barnes of New York," featuring Tom Moore charms you through its quaintness. The story takes you back about forty years. The costumes are very pretty and quite picturesque. The sets attractive. Tom Moore as Mr. Barnes of New York has an excellent vehicle, for his particular personality. Tom's smile would pad out any part. Naomi Childers as the lady of his affections looks pretty enough for a case of "love at first sight" and plays her part, although it is a bit thin, in a most convincing and sympathetic manner. The picture was weak in sustaining its interest. There were many splendid scenes, but whether the director or the scenario was responsible the picture appeared to get "draggy" just as you had made up your mind to become interested; and then just as suddenly it again picked up speed. However despite this handicap, I think "Mr. Barnes of New York," will please generally. The director is to be complimented on securing the right atmosphere, for it is the atmosphere which carries this picture through. The scene on the train, where Tom Moore and Naomi Chiders have their best opportunity to register, was enjoyable enough for an evening's entertainment. "Mr. Barnes of New York" is a good title, and Tom Moore an excellent draw. Goldwyn released thru Famous-Players Film Service.

"Nero" Called a Super Picture Worthy of Its Name

"At last a super-picture worthy of its name. Even a Griffith would have been proud had he sponsered 'Nero.' If you have never seen a motion picture, go and see 'Nero.' And, if you are the most blase movie fan in the world and think you have seen everything they can offer you—be SURE and see 'Nero'."

DON ALLEN in the *N. Y. Eve. World*

FOX COMPLETES "MY FRIEND THE DEVIL"

The name of the picture that Harry Millarde recently completed at the Fox New York studio with Charles Richman and Barbara Castleton playing the leads, has been announced as "My Friend the Devil."

It is an adaptation of the novel "Dr. Rameau" by Georges Ohnet. It is a heavy dramatic subject, and will be one of the leading Fox specials for next season.

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Season 1922-23

GO
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William Fox will present in the Season 1922-1923 for Exhibition throughout the World the following Productions:

14 SPECIAL SUPER-FEATURES

MONTE CRISTO
A FOOL THERE WAS
SILVER WINGS
MY FRIEND THE DEVIL
THE FAST MAIL
A LITTLE CHILD SHALL LEAD THEM
NERO
LIGHTS OF NEW YORK
THE SHEPHERD KING
THE TOWN THAT FORGOT GOD
IF WINTER COMES

AND

THREE OTHER PRODUCTIONS

Titles to be Announced

Dramas

WILLIAM FARNUM Series
TOM MIX Series
JOHN GILBERT Series
CHARLES JONES Series
DUSTIN FARNUM Series
SHIRLEY MASON Series
WILLIAM RUSSELL Series

Short Subjects

LUPINO LANE Comedies
CLYDE COOK Comedies
AL ST. JOHN Comedies
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JANE & KATHERINE LEE Comedies
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MUTT & JEFF Cartoons

FOX FILM CORPORATION LTD.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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Vol. 14, No. 12
July 22nd, 1922.

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CANADIAN MOVING PICTURE DIGEST

International Joy Week Is Coming!

Get your date book now and hold Paramount Week solid. Then tell us to send your bookings.

Cash in on the greatest advertising and publicity campaign ever conducted in this industry!

Famous-Lasky Film Service Limited

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

TORONTO, CANADA
JULY 22nd, 1922.

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Free TO Exhibitors

One year's subscription to the Canadian Moving Picture Digest, to the first fifty exhibitors who send in their answers to the questions published on this page. Answers must reach the office of the Digest, 27 Jarvis St., Toronto, Ont., not later than August the first.

Paid up subscribers for 1922 who answer these questions, according to the rules herein published, will have their subscriptions renewed for 1923. The Canadian Moving Picture Digest reserves the right to publish all answers received. The names of the first fifty winners will be announced in The Digest.

QUESTIONS

Do you get The Digest?

(SIGN NAME HERE)

Do you read The Digest?

Are the advertisement pages in The Digest of any service to you?

Do you believe that Canada should have its own Moving Picture Trade Paper?

State the reasons for your belief

Will you please make suggestions for improvement of service and when buying pictures through the service of Digest please mention The Digest.

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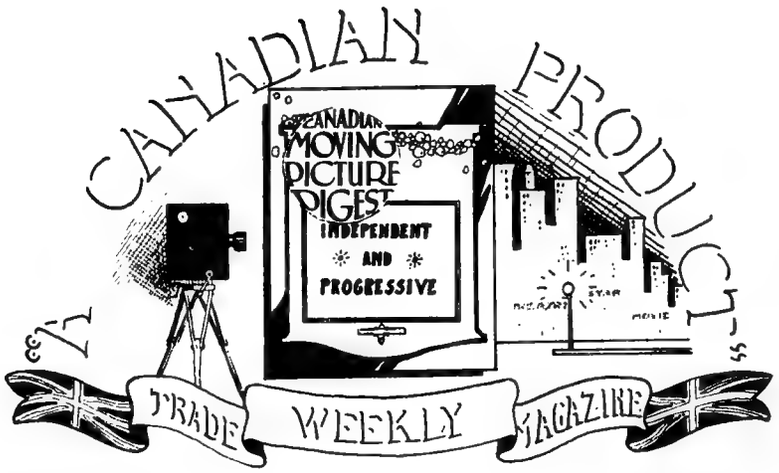
"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50



The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 12 TORONTO, CANADA JULY 22nd, 1922

The Lack of Originality

THOSE who study the various developments which have presented themselves in Moving Pictures will have observed that the moment an idea which looks good becomes public, it at once becomes public property. We found this in the introduction of pictures dealing with society dramas. One picture of this kind having gone over big, the majority of producers started making "society dramas." The same thing happened following the success of "The Sheik." A visitor from Los Angeles informed me that there is now in production not less than twelve pictures with the Arab atmosphere. With the success of "Nanook of the North" we can expect about ninety-nine other pictures of the north; and if some producer happens to hit upon the idea of producing "Gazook of the South" we can expect to have about a hundred other "gazook" productions. Some one makes a statement that the public do not want costume pictures and every other exhibitor, and producer, or nearly every other one repeats "The public do not want costume pictures." The first good costume production, successfully exhibited precipitates a multiplicity of costume productions and the exhibitor and producer discover that the public likes this kind of entertainment.

The lack of originality in Moving Pictures is not segregated to the production department only. We have found evidences of this in the methods of publicity and exploitation. The national advertising programme introduced by one firm precipitated every other firm, who could afford to spend the money and the other firms who were good borrowers into this costly expenditure. Some firms claim that the results have been most gratifying. National advertisement sold the picture to the exhibitor because it was claimed that his selling to the public was already provided for. It would be interesting to send out a questionaire to exhibitors along these lines, asking him to keep a record of the number of persons who came to him and asked him to book a certain picture because they had read about this picture in some periodical. If it can be proven that the public attend moving pictures through this kind of advertisement, it is a good idea for all producing enterprises to follow. If we understand anything about human nature, the kind that makes up the general and average moving picture audience, they probably find out what is playing at the theatres through their daily newspaper, or take a chance at the theatre they usually attend.

The Trade paper, in any kind of business is the direct medium, in conjunction with the salesman, for the sale of article from wholesaler to retailer. You can probably get a better price out of an exhibitor through the medium of national advertising, because the exhibitor naturally concludes as does the advertiser that the advertisement in a periodical having a very large circulation will create a demand or desire for the product therein advertised, but it still remains to be proven what percentage of moving picture audiences are readers of magazines; and what percentage are readers of newspapers. A questionaire left with your audience asking them what magazines they read and what newspapers would nearly solve this problem, it would be interesting to try it.

We had an epidemic of the "adaptation" regardless of the screen adaptability of the story in this business also; and now authors with "big names" in the world of fiction, have been engaged to write original stories. Some have made good, others have produced stories at an enormous figure, poorer in quality than the regular salaried writers could produce. We will get over the "big name" craze also, when a few more stories from the "big names" create as much dissatisfaction as they have. When I was in England a few years ago I saw the screening of a picture, the story written by an author with whose name every reader on both continents is familiar. The picture was exploited on the strength of the author's name in every magazine and newspaper; and what will interest exploitation departments mostly is that seventy-five per cent. of the publicity came free, even the trade journals donated their space recklessly. The picture missed nothing that had ever been introduced into a picture since the first feature was made; and to say it was "rotten" would be to compliment it. It was so dead that even a state of decomposition was impossible. Now all "big names" are not capable of producing this kind of a story, some do much better, no one could do worse, some do real well, and a few give us the best, but a little conservatism in Picture Business in reference to the handling of an "idea"; and less of a stampede by the host of followers of this "idea" might produce a little more originality; and make the Picture Industry a more solid enterprise. Of course every cow was not born to be a bell-cow, but the selection of the bell-cow is not always because the "bell-cow" material appears to be there, some cows "will not fall in behind"; and through this perversity become "bell-cows." It might be a good "perversity" for moving picture interests to follow.

—*RAY LEWIS*

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FIFTH ANNUAL PARAMOUNT WEEK TO BE CELEBRATED INTERNATIONALLY

"FIFTH Annual Paramount Week" to be celebrated internationally during the week of September 3rd, will also mark the third anniversary of the establishment throughout Canada by the Famous Players-Lasky Corporation of their own exchange system under the name of Famous-Lasky Film Service Limited. Speaking of 5th Annual Paramount Week, this is the first time that Canada joins with the United States in putting over this big event. Heretofore it has been known in Canada as "Maple Leaf Week." It was decided to hook up with the States in order to give Canadian exhibitors the benefit of the vast amount of advertising in American periodicals which have a big circulation up here, and the various well prepared accessories which are free to theatres on this occasion, such as posters, slides, heralds, cuts, etc.

In September, 1919, when Paramount decided to establish exchanges in the Dominion, George W. Weeks, then St. Louis Manager was sent up here as General Manager, a post which he occupied with distinguished success until January of this year when he received the well earned promotion to Divisional Sales Manager with New York Home Office headquarters and supervising the work of 13 exchanges, including the six in Canada.

By November of 1919 exchanges in St. John, Montreal, Toronto, Winnipeg, Calgary and Vancouver had been organized, and active releasing commenced. Toronto was established as the main office for the Canadian Corporation. There is no doubt that all records for speed and efficiency in establishing an exchange organization were broken by George Weeks and his able lieutenants. At first, releases were being made a little later than in the United States but this was soon corrected and by the end of 1920 the Canadian organization was releasing coincidentally with the American exchanges and all subjects handled in the States were likewise distributed in the Dominion.

An interesting feature of the company's first year in business here was the amount of remodelling done on pictures to make them suitable for Canadian audiences. Many of the pictures released in the States that year were very American in type, and these were all changed by careful editing and cutting to suit our national requirements.

Famous-Lasky Film Service Ltd. continued to expand and grow and 1921 was undoubtedly a high-water mark year for the organization. Business has continued to be very successful in spite of the depressed conditions that have beset this country for the past eight months and the future, the officials are happy to say, looks very, very promising.

Gerald E. Akers is now General Manager for Canada, succeeding Wm. A. Bach who recently resigned. Mr. Akers said this week: "We believe that during the coming new season it will be the really big picture that will get the money for the exhibitor, even more so than it did during the past year. It is with this thought in mind that Mr. Zukor and Mr. Lasky determined to put more money, talent and care in the production of Paramount Pictures than they have during any previous season, and from what I have seen of the 1922-1923 product, I know that the theatre owners will greatly benefit as a result of this policy. We call the group of Paramount Pictures released from August 1st to January 31st, the "41 WITHOUT A SINGLE ALIBI." Both exhibitors and public will find that this slogan most aptly describes this exceedingly high class product. I look to see good, substantial business at every theatre this fall, the owner of which will intelligently and systematically exploit his attractions."

The Famous Players-Lasky Corporation was the first to send an Exploitation Representative to Canada to assist exhibitors in putting their theatres and individual pictures over profitably. This was in January of the current year when Leon J. Bamberger, familiarly known as Bam, The Paramount Exploiteer who had been working in the Minneapolis territory, was selected for the Canadian post by Claud Saunders, General Manager of the Division of Exploitation and George Weeks. Since Bam has been here he has not only put over a great many excellent campaigns for various exhibitors but has installed a mail system whereby he can be of service to every exhibitor on every picture. Some of his notable personal exploitation campaigns have been on "Fool's Paradise" in Sarnia and Lindsay, "Forever" in Montreal, "Moran of the Lady Letty" in Galt, "Is Matrimony a Failure" in Ottawa, "The Sheik" in Renfrew, "The Bonnie Brier Bush" in Walkerville, etc.

Morris Milligan, now Manager of the Toronto exchange, had charge of the Winnipeg office from its inception until January, 1922. Carl Weeks, brother of George Weeks and who had a very successful career as one of the Toronto Sales Representatives is now manager at Winnipeg. Calgary is handled by A. J. Ferte, formerly with the Regal exchange in Montreal and G. A. Margetts, formerly of Universal is at the helm in St. John. Wm. Hansher in Vancouver and Ed. English in Montreal have both become exceedingly popular with exhibitors in their respective territories and have been located in their present berths since these offices were opened.

The following are Paramount stars and leading players:

Agnes Ayers	Lucien Littlefield
Clarence Burton	Lila Lee
Alice Brady	Ernest Lubitsch
T. Roy Barnes	Lillian Leighton
Betty Compson	May McAvoy
Edythe Chapman	Mary Miles Minter
Marion Davies	Thomas Meighan
Bebe Daniels	Tully Marshall
Dorothy Dalton	Conrad Nagel
Elsie Ferguson	Pola Negri
Julia Faye	James Neill
Helen Ferguson	Charles Ogle
W. J. Ferguson	Guy Oliver
George Fawcett	David Powell
Casson Ferguson	Wallace Reid
Clarence Geldart	Theodore Roberts
Walter Hiers	Milton Sills
Wanda Hawley	Gloria Swanson
Jack Holt	Rodolph Valentino
Emil Jannings	Paul Wegener
Leatrice Joy	Lois Wilson
Theodore Kosloff	Ethel Wales
Walter Long	Kathlyn Williams

The following are Paramount directors:

Cecil B. DeMille	Joseph Henabery
William DeMille	James Cruze
Geo. Fitzmaurice	Paul Powell
George Melford	Irvin Willat
J. S. Robertson	Alfred Green
Ernest Lubitsch	Penrhyn Stanlaws
Sam Wood	Philip Rosen

Famous English Actor For "If Winter Comes"

William Fox anounces the selection of Percy Marmont, the famous English actor who has been prominently identified with the Ben Greet Players at Drury Lane and as leading man on the screen for Geraldine Farrar, Alice Joyce and Elsie Ferguson, for the portrayal of Mark Sabre, the hero character of "If Winter Comes" which Fox Film Corporation will film in the near future.

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CANADIAN EXHIBITORS' EXCHANGE LTD. ISSUE THEIR PROSPECTUS

THE Canadian Exhibitors' Exchange offers the balance of its Treasury Stock amounting to $62,000 at par $100 per share. The prospectus gives Messrs. Ludwig & Ballantyne as solicitors and Canadian Bank of Commerce as Bankers. The Directors are J. C. Brady, President of the Madison Theatre, Toronto; H. Alexander, Vice-President, Park Theatre, Toronto; Thos. Scott, Managing Director; Dr. R. S. Richardson, Crown Theatre, Toronto; J. A. McCulloch, Royal George Theatre, Toronto; H. P. Redway, Crown Theatre, Toronto; M. Gebirtig, Blue Bell Theatre, Toronto; A. A. Huttelmayer, Queen's Theatre, Niagara Falls, Ont.; A. Bugg, Model Theatre, Midland; J. A. Boyd, Model Theatre, Toronto.

"The Company was incorporated by Letters Patent under The Companies Act (Canada), dated 14th March, 1919, and is empowered by its Letters Patent, among other powers, to buy, lease, manufacture, sell, deal in, import and license the use of motion pictures, cameras, picture machines, and carry on any other business capable of being conveniently carried on in connection with the business of the Company or calculated directly or indirectly to enhance the value or render profitable any of the Company's property or rights."

"The business of the Company is carried on by a Board of nine Directors in a very careful and economical manner. No large salaries are paid, and no expenditure incurred without the careful supervision of the board."

One hundred and thirty-seven theatre proprietors in Canada are shareholders of the company. The expansion programme is being carried out in order to enable the Exchange to meet the demand of exhibitors for more films. The prospectus contains the following paragraph: "It has long been felt by exhibitors throughout Canada that the prices asked for films and accessories by exchanges are, in many cases, unreasonably high, and that the terms and conditions upon which these large exchanges will lease pictures are often unfair to the exhibitor. In short, many exhibitors feel that they are often "Held Up" by some of the distributors doing business in Canada, and that some action must be taken by exhibitors to protect their interests by going into the market and buying pictures for their own use. That is the principal reason Canadian Exhibitors' Exchange, Limited, was organized."

The prospectus also states that the paid-up capital is only $37,000 and the company's inventory of films and accessories has a value of $45,000; and that the company is on a dividend paying basis. Also that the company owns no theatres, its sole business up to the present time being to acquire films for release to theatre owners in Canada. The company is now offering 620 shares, the balance of the treasury stock, at $100 per share, being the par value thereof, payable twenty-five per cent. in thirty days, and the balance in sixty days from the date of application. Of importance to exhibitors is this paragraph: "All shares not taken up by theatre proprietors will be allotted to the general public subscribing therefor." Applications can be made on the application form herewith, and should be made to the company at 34 Richmond St. East, Toronto. All cheques should be made payable to the company.

Rumour No. 3 States N. L. Nathanson Makes New Offer To the Allens

We thought that we had the Allen Theatre proposition settled when along comes another rumour that there was something irregular technically about the proxies obtained in granting the extension to the Allens and that Mr. Nathanson on behalf of the Famous Players Canadian Corporation is considering the submitting of a new offer. Another rumour states that the promised $100,000 has not been forthcoming. Mr. J. J. Allen was out of the city and could not be interviewed in regard to the new rumour. However "a very close friend of a very close friend of the Allens" is credited with saying that the Allen Theatres will remain with the Allens. My we're getting very "peppy" in Toronto, we're so full of news and rumors that we can't take a vacation. Incidentally at the present moment, on going to press, the Allen tangle is being unravelled in court.

CANADIAN EXHIBITORS EXCHANGE
Limited

Date.....192.....

To the Directors of,
Canadian Exhibitors Exchange, Limited.

Gentlemen—

I hereby apply for shares in the above named Company, and request you to allot to me that number of shares upon the terms of the Company's offer, dated 14th July, 1922, and I hereby agree to accept the same or any smaller number that may be allotted to me.

I enclose my cheque for $, being a deposit of 25 per cent., and agree to pay 50 per cent. in 30 days from date of application, balance 60 days from date of application, and I authorize you to register me as a holder of the said shares.

Dated

.....
Name:

.....
Address:

.....
Town

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DIGEST LIST OF THEATRES IN THE PROVINCE OF QUEBEC

THEATRE	LOCATION
King Edward Palace	Montreal
Papineau	"
Passe Temps	"
Ouimetoscope	"
Plaza	"
Imperial	"
Dominion	"
National Biograph	"
Regal	"
Model Palace	"
Strand	"
Moulin Rouge	"
Regent	"
Victoiroscope	"
Arcade	"
Princess	"
Perron Hall	"
Majestic Hall	"
Allen	"
Alexandra	"
Midway	"
St. Denis	"
Crystal Palace	"
Kashin	"
Alhambra	"
Star	"
Diana	"
Capitol	"
Star	"
Loew's	"
Lord Nelson	"
Electra	"
Starland	"
King Edward	"
Holman (System)	"
Lux	"
Boulevardoscope	"
New Allen	"
Napoleon Palace	"
Fairyland	"
Sun	"
Centre Palace	"
Domino	"
Mount Royal	"
Chantecler	"
Maisonneuve	"
Globe	"
Alcazar	"
Laurier Palace	"
Belmont	"
Operascope	"
New Grand	"
Century	"
Victoria	Quebec
Auditorium	"
Canadien	"
Empire	"
Classic	"
Crystal	"
Princess	"
Francais	"
Imperial	Three Rivers
Gayety	"
Imperial	St. John's
Royal	"
Gayety	Sorel
Premier	Sherbrooke
Casino	"
His Majesty's	"
Princess	"
Auditorium	Shawinigan Falls
Olympia	Grand Mere
National	"
Elite	Granby
Princess	Farnham
Alhambra	Ste. Agathe
Eden	Hull
Laurier	"
Princess	"
Princess	River Du Loup
Populaire	Chicoutimi
Royal	Richmond
Border	Rock Island
Casino	Coaticook
Roseland	East Angus
Wonderland	Magog
Rex	"
Bijou	Megantic
Academy	Levis
Albert Hall	Lachute
Park	Verdun
Verdun Palace	"
Corona	Ste. Hyacinthe
Elite	Thetford Mines
Empire	La Tuque
Family	Aylmer
Pastime	Joliette
National	Maryville
Oasis	Buckingham
Princess	Sutton
Royal	Drummondville
Valleyscope	Valleyfield
Victoria	Victoriaville
Victoria Hall	Cookshire
Princess	Brownsburg
Operascope	Rosemount
Populaire	Rimouski
Empress	Lachine
Royal Alexandra	"
Victoria Hall	St. Lambert

LLOYD HAMILTON MAKING THEM LAUGH HARDER THAN EVER NOW

LLOYD HAMILTON, who is putting the finishing touches on the first of his new Hamilton Comedies for Educational release, numbers among the enthusiastic followers of his pictures two of the most famous actors on the American stage. Recent expressions from Frank Bacon and Guy Bates Post show that these two artists are agreed that Hamilton is one of the leading comedians of the screen.

Regarding Hamilton's latest picture, "Poor Boy," the final Mermaid Comedy in which Hamilton is to be featured, Bacon said in a letter to his son, Lloyd Bacon, who is a scenario writer for the comedian:

"Saw Hamilton in 'Poor Boy' and it was very funny. He is as clever a man as we have on the screen today. There are many big jumps. I don't think I ever saw a funnier comedy. There is nothing more convincing than hokum done in an artistic way. Hamilton was the essence of art. I am strong for him. Saw the picture in Chicago Sunday, theatre seats five thousand, and they just screamed. That was some dog. The garter gag, the fish dancing out of the water, taking up the collection, being dragged around the town on a carpet, and the collar stuff, back and forth between you, Hamilton and the dog—really it was delightful. His earnestness and sincerity will put him to the front of the best."

Guy Bates Post, the distinguished actor who has become an ardent picture fan since his own entrance into filmdom as a star, was just as enthusiastic over Hamilton after seeing "The Rainmaker," the last Hamilton picture before "Poor Boy."

"I have never laughed so much at any film comedy as when I saw 'The Rainmaker'," said Mr. Post. "And it was the kind of laughter which is the highest tribute to the comedian. There is the silly giggle which some comedies inspire in us and which we regret immediately after indulging in ti. But Lloyd Hamilton evokes the tribute given only the finest comedians in every branch of the theatrical world—wholehearted, genuine laughter. He wins this because he deserves it. His artistry, his painstaking yet seemingly effortless style of work, his pleasing personality, his comedy ideas and plots—all of these combine to place him among the elect of the screen."

"If Winter Comes" Scenes Taken In England

Conferences were held with A. S. M. Hutchinson, the author of the great novel "If Winter Comes" and work has begun, under direction of Millarde, on picturization of exterior scenes of the story in England. Interiors will be taken in the New York studios of Fox Film Corporation. The picture will be released as one of the list of super-specials of the season 1922-23.

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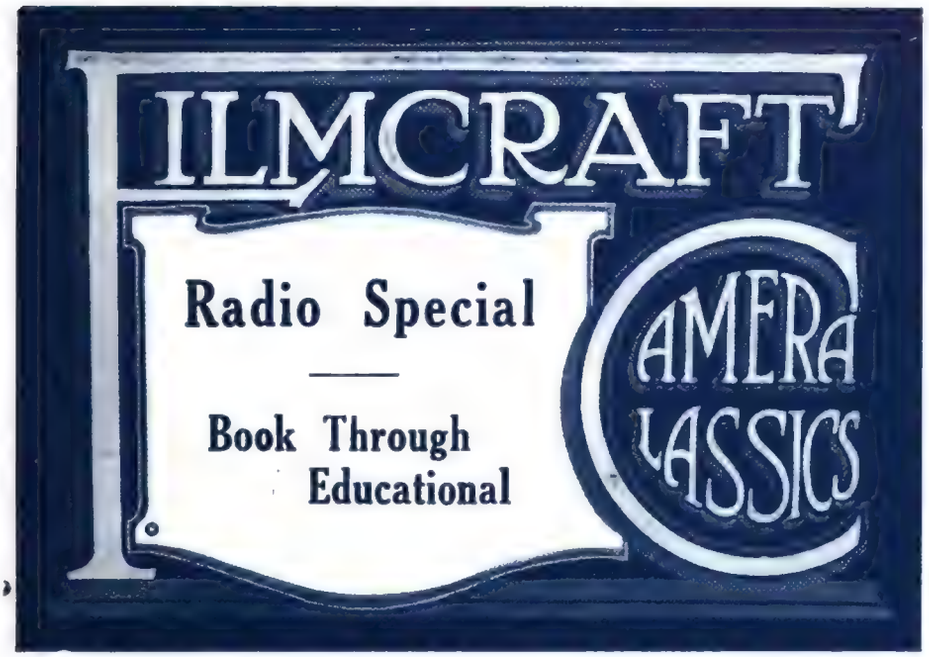
"THE STORM" UNIVERSAL JEWEL ACCLAIMED A SCREEN CLASSIC

"THE STORM," Universal's Jewel screen production of Langdon McCormick's celebrated stage drama, had its world's premiere presentation in the Capitol Theatre, New York City, and set a pace for itself in the esteem of the picture-going public as one of the greatest successes of the year.

Universal hails it as the greatest Universal picture since "The Heart of Humanity," and predicts it will far exceed that box-office marvel in its money-making power. Film men who have seen it, and the newspaper critics who have reviewed it, unite in placing it at the pinnacle of screen achievement.

Samuel Rothapfel, manager of the Capitol, booked "The Storm," on sight. He characterized it as a "great picture" when he booked it. After he saw the crowds which flocked to his theatre at the opening of "The Storm," causing a sell-out early in the evening, and again later, he labelled the feature as the best picture shown at the Capitol in a long time.



CANADIAN EXHIBITORS WIN UNIVERSAL'S CASH PRIZES FOR "ROBINSON CRUSOE"

MANAGER James C. Adams, of the Dominion Theatre, Vancouver, won a $50.00 prize on his exploitation of "Robinson Crusoe" a few weeks ago and on the monthly contest he came in second for the Capital Prize which was $300.00, making a total of $350.00 Mr. Adams has received on his clever exploitation of Universal's "One Best Bet," "Robinson Crusoe."

We are also advised that Mr. J. Cooper of the Dominion Theatre, Nanaimo, won a $50.00 prize last week. Up to date four $50.00 prizes have come to Canada and the one Capital Prize of $300.00 which proves that Canadian Exhibitors can run right along with U. S. Exhibitors on exploitation if they only feel inclined to this kind of effort. Besides the joy of prize winning, the extra receipts were in themselves as big a prize as they were a surprise.

Comment In "Digest" Brings Immediate Results

July 19th, 1922.

Miss Ray Lewis,
Motion Picture Digest,
Toronto, Ontario.
Dear Miss Lewis,—

I very much appreciate your little paragraph regarding the organization of our new company. It has already proved beneficial to us.

Very faithfully yours,
RADIO MFRS. & DISTRIBUTORS, LTD.
(Sgd.) *A. H. ARBUTHNOT*

Universal's Fall Programme Necessitates Special Sales Conferences In Canada

Universal's programme is of such magnitude and importance that it has necessitated special sales managers' meetings in Montreal and in Winnipeg. Attending the Montreal meeting were Mr. Claire Hague, General Manager of Universal for Canada; Frank Le Duc, Montreal Manager; Eddie Heber; P. C. Taylor, Manager St. John office, and Art Schmidt, the General Sales Manager for Universal. Mr. Hague left Wednesday for Winnipeg where he will meet in conference with Mr. Harry Bernstein, District Sales Manager for Western Canada, George Law, District Manager, Western Canada; Robert Scott, Vancouver; W. A. Salt, Calgary Manager; W. A. Schwartz, Sales Representative of Manitoba and Saskatchewan.

Rumour No. 4 States Metro and R.-C. Are To Leave the Regal

Toronto appears to be fuller than ever of rumours. A fourth one states that R.C. now releasing under Regal Trademark and the Metro are to make different arrangements for distribution. We have not interviewed any one regarding the matter for the interviews in the Moving Picture business never get one any nearer the solution of a problem than they were when considering the rumour. However a new acquisition for Regal which appears to be authentic, since it is being published with the approval of the contracting parties, is the Warner programme contracted for by Mr. Arthur Cohen and Mr. N. L. Nathanson. Regal are to have the entire output for the coming season of the Warner brothers attractions. "Your Best Friend" starring Vera Gordon, the Harry Rapf Production of which we have heard so much and seven other features which have big titles. Some time ago it was rumoured that Chas. Stephenson was to have these pictures, Mr. Stephenson is now distributing his attractions through the Famous Players Film Service, but apparently this is another case of "The best laid plans of mice and men aft gang aglea." Which means that counting even "hatched chickens" in the Moving Picture Business, before they are in your chicken coop, gives the other fellow an idea that these chickens might turn out good layers in his coop; and your exploitation of the said chickens leaves you with the exploitation only.

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UNIVERSAL

OFFERS

THE BIGGEST

Season's Programme

EVER OFFERED TO

EXHIBITORS

Read the Trade Papers
and Universal Weekly

— FOR —

SUPERLATIVE ANNOUNCEMENTS

"Be Independent"

"It's Universal Year and Yours"

CANADIAN UNIVERSAL FILMS LTD.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada

Vol. 14, No. 13
July 29th, 1922.

CANADIAN MOVING PICTURE DIGEST

"By their mark shall ye know them."

Certainly

First National

hasn't put out all the best pictures, but has any one concern, or two together, released more winners?

And about Our Exploitation Department, ask any one!

Associated First National Pictures, Inc.

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

Signifies Big Receipts at Your Theatre.

TORONTO, CANADA
JULY 29th, 1922.

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Renco Film Company *presents*

"At the Sign of the Jack O'Lantern"

A flash of lightning, a door slams shut, pictures rattle against the walls, and a huge black cat, clawing and spitting, advances toward the strangers who have come to live in the "jack o'lantern" house.

Can you imagine any more thrilling opening for a picture than this?

Sinister, mysterious, almost bordering on the supernatural, with a volume of humor that will mark it as one of the most amazing pictures ever filmed. It's a picture you can't afford to miss, and one that will command your interest from the opening scene to the final close-up.

from the stirring story by
MYRTLE REED
Directed by
Lloyd Ingraham

HODKINSON PICTURES

A Mystery Comedy-Drama filled with sensational thrills and interspersed with side-splitting laughter situations.

Famous Players Film Service, Ltd.

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

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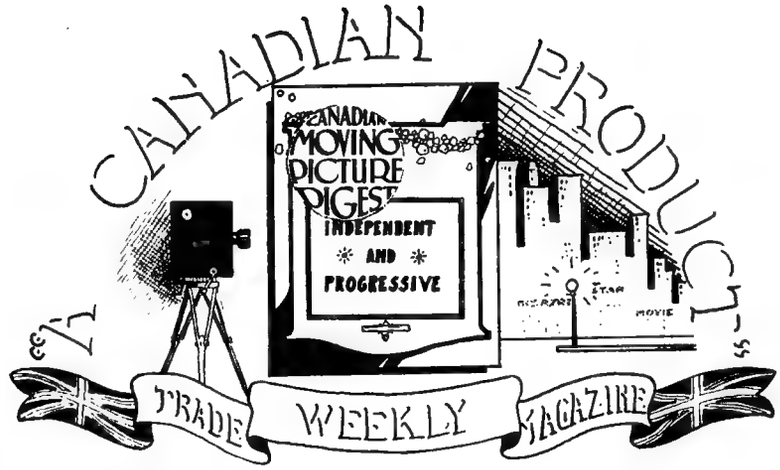
"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50



The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company
27 JARVIS STREET,
TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 13 | TORONTO, CANADA | JULY 29th, 1922

"Honesty" - "Courtesy" - "Efficiency"

ON entering the Fox office in Toronto you are confronted by a small one sheet upon which three words stand out encouragingly and hopefully. The words are, "Honesty"—"Courtesy"—"Efficiency," signed "William Fox."

If we were to quote the trite adage, "Honesty is the best policy" our critics might be called to exclaim, "Ugh, that's nothing new, we've heard that before." We agree, most of the good adages have been heard before. They are not original, only in as far as their practice. To meet "honesty" in Moving Pictures borders almost upon originality. For the head of a Moving Picture organization to advocate "Honesty" to his employees and associates in Moving Pictures is pleasantly startling. Let us not fool ourselves. We know that we are only one stage removed from the "grab him by the throat" method of dealing with exhibitors; and that a very large percentage of exhibitors leave themselves open to this kind of treatment, because they too are ceaselessly trying to put "something over" the exchange when it is not looking; and have only the remotest idea of what constitutes "honesty in business."

Of course Moving Pictures are not unique in their lack of "Honesty in Business." The whole world appears to have been caught in the "putting it over" spirit, regardless who suffers. There was a time in business when a man was considered a successful business man because his word was as good as his bond. Men prided themselves on keeping their name and hands clean from "shady propositions." Successful business houses refused to do business with a man upon whom the suspicion of dishonesty rested. To-day, in putting over a "shady proposition," the standard of the man is gauged by how successfully he has managed to "put the deal over." How often have we heard the expression, "Clever man, shrewd as a whip Mr. ..... just cleaned up a barrel of money, got the other boob with his back up against the wall, played with him until he got him there, fancy promises, then closed in on him." There are gentlemen in business who consider that this method of doing business is not only dishonest but dishonourable; and when the standard of success is not judged by how much money a man has accumulated, but how clean he has kept his name, the "honesty" policy will prevail.

"Courtesy" is another fine word in business. Bullying to awe the man you do business with, loud talking and shouting to drown his criticism of your picture or price, or whatever commodity you are handling might succeed a few times, but occasionally this "bull-dozing" method runs up against as big a "bull-dozer," or educates the timid buyer in your tricks and noting how successful you are with him, he tries your dodge. Result an exhibitor shouting at the top of his voice and an exchange representative shouting even louder, the winner is the one who is leather-lunged and long-winded enough to shout the other one down. The principle of "courtesy" gives your business a dignity. People like to be treated kindly, with respect; and one is much more likely to do business with a firm whose principle is "courtesy" than with the "bull-dozer." Needless to add the firm who adopts this policy is credited with assuming a dignity because of the respect due the programme or commodity they are handling; and the exhibitor or buyer who is dignified is given credit for being a man of judgement; and consequently he is only offered the best.

"Efficiency" in conjunction with "Honesty" and "Courtesy" makes the perfect three. "Efficiency" means attending to your business promptly, attending to it in its very smallest detail, attending to it with that knowledge which knows the business handled, not in the fashion of the "guesser" but in the manner of the "knower." "Efficiency" has made many a small firm big, "Inefficiency" has killed many a big firm. "Efficiency" is always honest because conscientiousness of endeavor is indispensable to "efficiency." Ever heard of a thief being "Efficient"? "Efficiency" is always ready to extend "courtesy" because "Efficiency" is calm in its action; and "Efficiency" knows that the secret of successful business men has been built up on their attitude of courteousness. The man who loses his temper, his courteousness dealing with any kind of a business proposition is "Inefficient." "Honesty"—"Courtesy"—"Efficiency" is the kind of publicity which any business man might sign his name to with pride.

—RAY LEWIS

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HARRY BROUSE, PROPRIETOR IMPERIAL, CHALLENGES HOT WEATHER WITH "PENROD"

A GENERAL idea of how Harry Brouse, proprietor of the Imperial Theatre, Ottawa, Ontario, fights the heat of summer is indicated by the manner in which he put over First National's "Penrod" for its first run in the Canadian Capital.

To begin with, Mr. Brouse held over the booking of this feature until the week of July 3, this being the first week of the summer school vacation. He wanted a picture that would form a direct appeal to the school children at the outset of the holidays and he chose "Penrod." Timely booking is an old practice with Brouse as, for instance, the presentation of a Jackie Coogan picture during the Eastern vacation, the presentation of "Old Kentucky Home" during the local race week, etc.

The advertising campaign carried out by Mr. Brouse for "Penrod" was classified into various divisions, such as newspaper displays, window displays, street and theatre stunts, bill board advertising and displays within the theatre. Material and space used in these divisions is worked out as follows:

Newspapers — Regular advertisements in two daily newspapers on Saturday previous to run and through the week, in addition to six 25-line one column advertisements scattered through each issue of the two newspapers for the six days. Usual readers were also obtained in photoplay sections Saturday.

Windows—200 window cards, 100 one sheets and 50 window "flares" around the city. Special window display of 12 baseballs autographed by Wesley Barry in local sporting goods store along with large cutout and announcements.

Billboards—15 twenty-four sheets, 35 six-sheets and 15 three-sheets used on regular stands.

Stunts—Freckle contest consisting of awarding of $5 prize Monday afternoon to boy most resembling Wesley Barry and free admission to all other freckled children. Wednesday afternoon—Distribution of the 12 autographed baseballs to lucky boys in the theatre. General distribution at intervals during week of 5,000 Penrod "buzz saws," namely, twirling cards on strings. Carrying of several painted banners on main thoroughfare.

Advertising in theatre — Consisted of distribution in advance of 10,000 heralds to crowds leaving theatre and distribution of Penrod programmes among patrons during actual presentation. Penrod slide was used on screen for three weeks previous to showing.

Mr. Brouse does not use special lobby displays but has handsome frames for regular one and three sheet posters. These were used as usual and, in addition, several cutouts of Wesley Barry were displayed in the theatre entrance along with cloth banner across top.

This was the extent to which Mr Brouse resorted to exploitation for the first attraction for the summer holiday months. Hot weather was encountered all week and opposition was also met in the form of the largest circus of the season which played Ottawa on the one day, July 5. The result, however, was that business was brisk, attendance at matinees each day being particularly heavy. Generally speaking, business was quite up to expectations, considering the advertising done, timeliness of the feature and the hot weather, and Mr. Brouse was satisfied.

Paramount Pictures Shown Canadian Pacific Steamship Lines Carrying Passengers

Through the Associated Screen News of Canada, a subsidiary of the Canadian Pacific Railway, arrangements were made for the showing of Paramount pictures on all of the steamships operated by the Canadian Pacific.

At first, the pictures shown on the C.P.R. liners will be mainly scenics, and in conjunction with these films cartoons from the Paramount Magazine, drawn by Earl Hurd, Pat Sullivan, Frank Moser and other famous screen cartoonists, will be used.

Eventually it is planned to show Paramount features on all the passenger ships of the C. P. R. plying the Atlantic, Pacific and Great Lakes.

HAVE YOU SUBSCRIBED?

A. K. MacMartin Returns To Vancouver After Holiday

A. K. MacMartin, Vancouver correspondent of the DIGEST, has returned to Vancouver after a business and holiday trip to the East. The cool breezes of the Pacific Coast city which make living in Vancouver a joy and pleasure the year round, welcomed our Western correspondent after the heat of old New York, Ottawa, Montreal and other Eastern cities. The cool summers at the Coast give the theatres the bulge on Eastern houses as far as attendance is concerned.

Max Glucksman Company Get "Seeing Canada" Series

Max Glucksman of Buenos Ayres and New York City has secured the exclusive distributing rights for the Canadian Government's official scenics known as the "Seeing Canada" series for several South American countries, including Argentina, Uruguay, Paraguay and Chile. The initial order from the Glucksman company called for eight subjects with flash titles in English. Before these pictures are presented in South American theatres sub-titles in Spanish are inserted. The Canadian scenics, which are released by the Department of Trade and Commerce semi-monthly, are now being shown regularly in theatres in the British Isles, France, Belgium, Italy, South Africa, Australia, New Zealand, various countries of South America, the Orient and other countries in addition to the United States.

George Valiquette, Fox Cameraman, with Canadian Government Expedition to Arctic

George Valiquette, Fox Cameraman covering news events in Ottawa, the Canadian Capital for a number of years, is the official cameraman accompanying a Canadian Government expedition to new lands in the Arctic circle. Valiquette sailed a few days ago on a special ship which left Quebec City for the Far North and will take pictures of many virgin lands and strange peoples. The expedition took provisions to last 18 months. Accompanying the expedition was a detachment of the Royal Canadian Mounted Police which is to establish a Far-North station permanently. The Mounties carried supplies to last for two years. Negatives secured by Valiquette will be the property of the Canadian Government.

William Raven, Director of Capitol, Vancouver, Orchestra, Missed By Music Lovers

Calvin Winters has been directing the Capitol theatre orchestra since William Raven left for the South. It will be many a day before Vancouver enjoys the artistry of such a capable musician as William Raven. The Capitol orchestra made a reputation for itself with music lovers of Vancouver under the late leader's guidance that will long linger. This week "Chuck" Whitehead's band is an added attraction at the Capitol.

SUBSCRIPTION TO THE DIGEST $2.00 — 52 COPIES

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CALL THE POLICE TO HOLD CROWDS BACK 'ROBINSON CRUSOE'

JAMES ADAMS, who has been managing the Globe theatre for the past year is now manager of the Dominion, one of the Canadian Paramount chain. Mr. Adams is one of Vancouver's most progressive theatre managers and gets out after the business at every opportunity. He put over a good piece of publicity recently. The Dominion had booked "Robinson Crusoe," as an advance stunt Mr. Adams secured the services of a couple of vaudeville actors who were "at liberty" and had them make up as Robinson Crusoe and his man Friday, with a goat, they toured the streets of the city attracting much attention. On Friday before the picture opened, several thousand shriners blew into the city on the way to their big convention at San Francisco, while having a good time and enjoying the hospitality of Vancouver (we say it with Scotch), a party of these merry makers spotted the little caravan and proceeded to capture it, goat and all. The willing actors and their mascot were taken up into the high places of the Hotel Vancouver where they were wined and dined, the goat eating up two sets of bedsprings and half a dozen dead soldiers before leaving. At any rate the story got front page publicity in a leading daily newspaper and when the show opened on Monday the theatre attendants had to call the police to hold them back.

MARITIME MOTION PICTURE COMPANY REORGANIZING - - - OPENING OWN EXCHANGE

THE Maritime Motion Picture Company will reorganize and extend its charter to enable the company to form a Canadian distributing exchange which will handle not only its own productions in Canada, but British photoplays as well. This decision was reached at a meeting of the shareholders held recently.

The new company will operate under the name of the Canadian Maritime Motion Picture Company, and will take over all the assets and business of the Maritime Company, with an increased capitalization of $1,500,000 instead of the present capitalization of one million.

Shareholders in the Maritime Motion Picture Company will receive slightly more than a 50 per cent. bonus of preferred and common stock in the reorganized company. One hundred dollars worth of Maritime stock will receive $156 worth of Canadian Maritime.

A Popular Move

The primary object of the reorganization, as mentioned above, is to enable the company to handle the distribution of British films in Canada; and the Canadian Maritime Company by means of its own productions and the importation of British films, will place on the Canadian market pictures which will satisfy the demand for high class productions disseminating British sentiment.

The company has scouted its Canadian market and entered into tentative arrangements with exhibitors, which ensure a ready market after the Canadian exchange is opened. Preliminary negotiations with British producers have met favorable replies, and it is expected that the Canadian Maritime Company will build up, independently of its own producing business, a strong releasing organization for imported films.

A full statement concerning the aims and directorate of the new company will be issued when the authorized reorganization is complete.

New Managers Allen, Vancouver, and Province, Winnipeg

The management of the Vancouver Allen has again been changed, Ira Eidson, late manager of the Rex, is now in charge, Mr. Schuberg, who has been guiding the destinies of this George street house has gone to Winnipeg, and taken over the management of the Province.

Charles Schuberg, who retired from active work in theatrical affairs about a year ago and retired to a ranch in the State of Washington, is back on the job, and is now manager of the Rex for the United Theatres.

Fred J. Elkins, former manager of Specialty Film Import in Vancouver, has taken over the management of Regal Films.

Many Changes Have Taken Place Around Vancouver During Last Two Months

Since the DIGEST published the last correspondence from Vancouver about two months ago, many changes have taken place both in the management of theatres and film exchanges. The most important change is the breaking up of the old Columbia theatre chain which operated theatres in British Columbia for a number of years. C. R. Dippie, who has been secretary of the Company for many years has secured the Bijou Theatre at Nanaimo, one of the best paying houses on the circuit. John Ruskin, who managed the Royal at Westminister for the company, has secured that house and will operate it in his own name.

William Brown, one of the directors of the Company, has taken over the Maple Leaf on Granville street. The Columbia and Princess, in Vancouver, are still being operated by Mr. Shaw, who took over the company's affairs when it went into liquidation some time ago.

W. P. Nichols, the managing director of the company, is at present in Winnipeg, where he is interested in a film exchange and has a small house, the Gaiety, which is afflicted with the prevailing complaint.

Orpheum Time Vaudeville Play Three Days Vancouver

The Vancouver Popular Players concluded a successful stock engagement at the Orpheum theatre, Vancouver the week of July 15th.

Orpheum time Vaudeville will open in this house about the middle of September, this year playing only three days a week, instead of the full six days as in previous seasons.

"Blue Blood and Red Ribbons" Government Release Gentlemen Riders

"Blue Blood and Red Ribbons" is the title of a special two-reel picture which has been taken under the direct auspices of the Horse Division of the Live Stock Branch, Department of Agriculture, Ottawa, to help foster the thoroughbred horse in Canada. The picture was taken at the famous Gold Note Stock Farm in the Gatineau District, Quebec. The subject was recently completed under the direction of Ray Peck, Government Exhibitors and Publicity Bureau, Ottawa. An exciting feature of the picture is a point-to-point race by gentlemen riders.

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FOX OFFERING TO EXHIBITORS INCLUDE CHOICEST SELECTION OF SPECIAL PRODUCTIONS

THE choicest array of special productions are offered the exhibitor by Fox Film Corporation for release during the season of 1922-23. The series includes photo-plays of varied themes and settings which are the results of the intensive combination of effort and wide resource of the entire Fox organization. William Fox himself has personally supervised each picture, and the direction has been in the hands of capable directors. Mr. Fox is at this moment in England conferring with the author of "If Winter Comes," the famous H. S. M. Hutchinson novel, with a view of adapting the book for the screen in the form of an additional member to his already enlarged array of specials.

Each of this interesting list of dramas will be backed by a substantial publicity and advertising campaign, which has been devised by an expert staff of writers and exploitation men at the New York headquarters of the corporation. Every angle of exploitation value in each production has been carefully discussed, and the suggestions which are afforded the exhibitor are the results of the composite ideas of the whole group. All posters, heralds, press books and other forms of papers have been similarly planned because of this thorough campaigning, the showman is being offered not merely theoretical exploitation and advertising suggestions, but concrete ideas which are based on experience and which have been looked upon from every standpoint and approved by the publicity staff.

Heading the procession of photo-plays is "Nero." New York newspaper critics and trade paper reviewers were unanimous in their praise for this Fox special. Showing at the Lyric Theatre continuously since May 22, "Nero" has attracted record audiences despite the Summer weather and the advanced admissions which are being charged.

This picture was produced entirely in Italy most of the interiors being taken at the Fox studios in Rome, under the direction of J. Gordon Edwards, who is now at work on "The Shepherd King," another special for later announcement by the Fox organization.

Following closely the popularity of this production is "Silver Wings," the Fox special, now entering the eighth week of the pre-release engagement at the Apollo Theatre, New York City, where it has been playing to excellent Summer business.

"Silver Wings" features Mary Carr, who won international fame in her portrayal of the mother in "Over the Hill," said by judges to have been one of the best contributions to the silent drama during 1921. The play neither attempts to speak a moral nor offers a solution to the widespread problem of the modern home, yet it skilfully tells a story of the tribulations of the American household in the face of the irreverence of the spoiled son. Mary Carr again essays the part of the mother, and, in the words of noted critics, she again scores superbly.

"Silver Wings" was directed by Jack Ford and Edwin Carewe. Other well-known actors in the cast are Joseph Striker, Jane Thomas and Percy Helton.

"Monte Cristo" Directed by Flynn.

The next on the Fox program of specials is "Monte Cristo," produced under the direction of Emmett J. Flynn. The picture is an adaptation of the masterpiece of the immortal Alexandre Dumas. Thousands have been spent in an effort to make this production an exact screen translation of the work of fiction, and as a result reviewers of all the national trade papers have acclaimed it as the finest photo-play of its kind. To quote the frank advice of *Film Daily* (formerly Wid's) to its exhibitor subscribers: "You don't have to see this picture to book it. Turn over your calendar to September and save a playing date, and do it right away." This in itself speaks for the boxoffice value of "Monte Cristo."

John Gilbert is the featured player in this story of love, adventure and revenge during the days of the great Napoleon. He is the same actor who won his way to stardom through his work in "Shame," the Fox special of last year.

"The Fast Mail" is the fourth of the series for the coming season. It is an adaptation from the famous stage melodrama of that name which has entertained thousands of theatre-goers for many years. Lincoln J. Carter, celebrated as the "father of American melodramas," is the author of the story. "The Fast Mail" was shown at the Strand Theatre, New York, a house which has never before shown a long reel feature by Fox.

This picture was directed by Bernard Durning and represents in thrills the consummate effort of the entire Fox studio organization.

Because of its unlimited resources the screen version of the play has far outstripped the original presentation which during its time was considered the finest bit of electrical and mechanical effect ever perfected on the stage. The famous train scene in which a speeding engine and coaches passed over the stage—the work of Carter himself—was the salient feature of the thriller.

In the screen adaptation Charles Jones, who is cast in the leading role, carries the audience with him through a series of hair-raising events including a hazardous steeplechase in which many riders are thrown and injured, a fight on the stairway of a burning hotel, a leap into a fire net from the fifth floor of a building, a jump from a hand-car to a speeding mail train and then to the tonneau of a racing automobile, and finally a leap from one steamboat to the deck of another a moment prior to an explosion which wrecks the former.

From Kipling's "Vampire."

"A Fool There Was," with Lewis Stone and Estelle Taylor as the modern vampire and directed by Emmett J. Flynn, is the next special on the list. It is the adaptation of the play written by Emerson Porter Browne, inspired by Rudyard Kipling's famous poem, "The Vampire."

The picture is marked by an unusual attention to the detail of the original script, and considerable energy and expense were devoted to the erection of massive sets for the filming.

More than $75,000 was spent in material and labor utilized in the construction of a number of interior "sets," according to figures issued by the auditing department of the Fox Film Corporation. The picture boasts one of the finest all-star casts, including such eminent players as Irene Rich, "the fool's wife"; Miss Marjorie Daw, the wife's sister; Mahlon Hamilton, "the fool's friend"; Wallace McDonald, one of the vampire's victims; William V. Mong, cast as "the butler," and little Muriel Frances Dann, aged 4, is the child.

Photo-play of New Type.

The next on the 1922-23 program is "Lights of New York," directed by Charles J. Brabin, who filmed "While New York Sleeps." The new production offers a new type of photo-play and is of two separate episodes. Leading its cast is Marc MacDermott.

Harry Millarde, who directed "Over the Hill," also directed "My

(Continued on Page 7)

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C.B.C. FILM SALES CORP. TO STATE RIGHT SIX FEATURE SERIES

ONE of the big announcements forthcoming in the Independent field is that which Joe Brandt of the C.B.C. Film Sales Corporation confirmed, to the effect that C.B.C. will release through the State Right market this year a series of six big features of which "More To Be Pitied Than Scorned" is the first.

This his company is doing, he says, despite the fact that they have had many flattering offers from national program organizations offering to take over the entire six features in which is included, besides "More To Be Pitied Than Scorned," the following—"Only a Shopgirl," "The Lure of New York," "Forgive and Forget," "Pal o' Mine," and "Temptation." And it marks, according to Mr. Brandt, the expression of his company's confidence in the Independent field and what it can and must stand for.

"More To Be Pitied Than Scorned" has just been acclaimed by the New York trade press as one of the best and biggest Independent features ever produced—saying that if this is a forerunner of the big things the Independents have promised for the Fall, they deserve more than the fifty-fifty break they ask exhibitors.

"More To Be Pitied Than Scorned" deserves the appellation "all star," having a cast including Alice Lake, Rosemary Theby, J. Frank Glendon, Philo McCollough, Gordon Griffith, and Baby Josephine Adair, and has been described as finely balanced in every way. Alice Lake's interpretation of the wife is such as to place her in the foremost ranks of screen stars.

EXPLOITATION

HIRE a black cat costume and engage a man to appear in it during the run of the picture. Another man, dressed in a ghost costume of white, with white hood, can lead the "cat" around town. The billing, which should read, "This is Uncle Ebenezer's ghost. See 'At the Sign of the Jack O'Lantern' at the Blank theatre," should be placed on the ghost's back. If it is not possible to hire a black cat costume in your town, one is easily made of any cheap black material.

Here is another novel stunt. Dress four people in the characters of Uncle Skyles, the Poet, Mrs. Holmes and Mrs. Dodd and have them go to a vacant lot as centrally located as possible, and dig for the "buried treasure." Advertise the fact that four people will dig for the treasure, and that if it is found it will be distributed among the onlookers. The "treasure" can be found in the form of a bundle of heralds or throw-aways. If you advertise the digging stunt you are sure to attract a large crowd to the spot.

There is a chance to put over two good window displays. A tie-up with a hardware store should go over big. Arrange a window display of garden tools, with billing to read, "These are the tools that Uncle Ebenezer's relatives used to find the buried treasure. See 'At the Sign of the Jack O'Lantern' at the Blank theatre." Book store tie-ups with displays of Myrtle Reed's books are also worth going after.

Here's another one. Hire a small delivery wagon and arrange a cage on the back in which should be placed the largest black cat you can possibly find. On each side of the elevation on which the cage is set, place the following billing: "This is Uncle Ebenezer's ghost. See 'At the Sign of the Jack O'Lantern' at the Blank theatre."

Another attractive stunt may be worked out in the following manner. Hire a closed carriage of the ordinary hack variety. Put a couple of trunks on top, a wash boiler and other household effects, and send it through the streets with the following billing on the back: "We're on our way to Uncle Ebenezer's. See 'At the Sign of the Jack O'Lantern' at the Blank theatre." It is easy enough to get a half dozen boys and girls who will be glad to act as the relatives.

"At the Sign of the Jack O'Lantern" through Famous-Players Film Service.

DIRECTOR TO DIRECT BOTH TALMADGES

Sidney Franklin has signed a contract with Joseph M. Schenck to alternate as director for Norma and Constance Talmadge. Mr. Franklin directed Norma Talmadge in her Associated First National picture, "Smilin' Through."

Mr. Franklin will also direct Constance Talmadge in an original story by Edgar Selwyn temporarily titled "The Divorcee." "Smilin' Through" has been playing to banner business throughout Canada.

FOX FALL PROGRAMME

(*Continued from Page 6*)

Friend, the Devil," another special, the scenario of which was prepared by Paul H. Sloane The picture was adapted from the famous French novel, "Dr. Rameau," by George Ohnet, which deals with atheism.

Charles Richman, the celebrated actor of the spoken stage, was selected to fill the requirements of the difficult role of Dr. Rameau. Little Bunny Grauer is also in the cast. "My Friend, the Devil," is an absorbing story.

"A Little Child Shall Lead Them," another special, is a dramatic masterpiece produced under the direction of J. Searle Dawley. This is a play of human hearts and perhaps one of the finest screen dramas yet presented by Fox. The scenario of this picture was also written by Mr. Sloane, who, it will be remembered, wrote the continuity of "Over the Hill."

Another special for the coming season directed by Harry Millarde is "The Town That Forgot God," the story of a small community whose blindness to its own iniquities brings the wrath of God upon it in the form of a devastating flood. Bunny Grauer has the leading part of a young orphan upon whom the community practices its neglect. "The Town That Forgot God" was written by the anonymous Mr. X., whose identity remains unrevealed.

Other specials in the preparation are "The Shepherd King" by Wright Lorimer which is being staged by J. Gordon Edwards in Egypt and Palestine, and "If Winter Comes," the A. S. M. Hutchinson novel, in the hands of Millarde, who is with his company in England at present.

Released dates for the first eight above mentioned pictures are: "The Fast Mail," August 20; "Silver Wings," August 27; "Monte Cristo," September 3; "A Fool There Was," September 10; "Nero," September 17; "Lights of New York," October 8; "A Little Child Shall Lead Them," October 15, and "My Friend, the Devil," November 19.

Margaret Gray, who was Musical Director for F. Stuart Whyte and toured with several of his musical shows, has been engaged as organist at the Dominion theatre, Vancouver.

Pantages Theatre, Vancouver, Getting All "Dolled Up"

The Pantages Theatre has been undergoing a thorough renovating, and is being re-decorated. The usual 'three a day' has not been interfered with, the house remaining open and playing to good big audiences.

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A FEW PEOPLE READ CANADIAN MOVING PICTURE DIGEST

CANADIAN PACIFIC RAILWAY COMPANY
Department of Colonization and Development
Montreal, July 21st, 1922.

DEAR SIR:—

I have read with interest your article "The Canadian Film Industry" in your issue of July 15th, and would like your permission to reproduce it in the next issue of our monthly publication, "Agricultural & Industrial Progress in Canada," which I edit.

This publication, copy of which I enclose goes to bankers, industrials and commercial men in the U. S., Canada and Europe, about 6,000 issued per month and is devoted to attracting foreign capital to Canada.

If you will give me permission to reproduce your article and forward me a copy of the above issue, I will be greatly obliged.

Yours very truly,
(Signed) *NORMAN S. RANKIN.*
Editor,
AGRICULTURAL & INDUSTRIAL PROGRESS IN CANADA

MR. RAY LEWIS,
Editor—CANADIAN MOVING PICTURE DIGEST,
TORONTO.

American Releasing Corporation announce seventy big productions by notable directors for the new season. One big picture per week is the schedule beginning September 10th.

A. Hirsch, former proprietor of the Tivoli theatre here and now running two theatres in New York, was down in Montreal on a visit recently.

Vacation period is breaking loose among Montreal exchanges. Maurice Davis is taking his holiday at the time of writing whilst Arthur Larente much improved his golf with two weeks' practice at the Senneville links. Ben Kaufman has also been away for a good time.

The Mikado, Montreal, will open again September 1 in Notre Dame West.

JOE BRANDT OF C.B.C. STANDS FIRM FOR INDEPENDENT ERA

"WE are all very enthusiastic over this picture," Joe Brandt said of "More To Be Pitied Than Scorned," "and we believe it will prove one of the biggest pictures of the year. Based on the Charles E. Blaney stage success, it has escaped, under the direction of Edward Le Saint and in the hands of the capable cast, any taint of mawkishness or melodrama, and has become a logical, tense, gripping story with a pathos and human appeal hard to match. Harry Cohn produced the picture and his supervision had much to do with this.

"We were in a quandary about how to release these features," said Mr. Brandt. "Since we first announced them, state right buyers have been in steady communications with us, urging that we release them through Independent channels—while various program organizations have used as their argument the fact that they were too big, but we have always stood for the Independents because we believe in the future of this end of the game—and that it can be the biggest branch of the Industry. But we must have co-operation from exhibitors. They have argued that they cannot get a consistent number of box-office pictures through Independent channels. They can. Let them look around and they will see that some of the biggest productions announced for the year are Independent. All we need is a fifty-fifty break to stimulate just competition and make the entire industry on a better basis. I am confident we are doing the right thing in remaining Independent for 1922-23."

Monster Musical Benefit In Aid Star's Fresh Air Fund

A MONSTER Musical Benefit in aid of the *Star's* Fresh Air Fund for poor children, unable to get away from the heat of their cramped city quarters, was organized by Mr. N. L. Nathanson, who donated the Regent Theatre, orchestra and musical talent for the occasion. The benefit takes place Wednesday afternoon, August 2nd. Large stands announced the benefit and urged the public to attend, as the entire receipts are to be donated.

Mr. N. L. Nathanson has conferred a benefit on the entire picture industry of Canada by this brilliant and charitable idea. Incidentally the personal publicity, which he has obtained, must be gratifying because of its nature.

Radio Special Unique As A Picture Feature

One of the most interesting achievements of the year in picture production is the creation of "Radio Special" arranged by Clifford Sifton, jr., secretary-treasurer of Filmcraft, under the supervision of Dr. C. Culver. "Radio" is a Filmcraft Special which is now ready for distribution and is being launched by Educational Films Limited, accompanied by one of the strongest advertising draws ever devoted to a two reel screen subject. It is the intention of Educational to give "Radio" the support that a picture of such unique design and superior interest deserves. "Radio" is the thunderbolt of the Summer season. Educational is seeing that it misses none of the Exhibitors. Filmcraft made "Radio." "Radio Special" is "the special" for your programme.

Manager Quagilotta, Colonial, To Match J. Howard Boothe

Hector Quagilotta, manager of the Colonial, has issued a challenge to J. Howard Boothe of Screen Advertising fame. Both these gentlemen tip the scales at over 200 pounds. Mr. Quagilotta will swim, run, or wrestle with the other stout gentleman, and has posted a bet of $50.00 that he will win out at any of the games in short order.

Mr. Quagilotta, it will be remembered, is the gentleman who defeated Mr. George Weeks of the Famous Lasky, while he was in Vancouver a year ago. If they are matched the bout will draw well and should prove an interesting event.

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DIGEST LIST OF ADDITIONAL THEATRES DOMINION OF CANADA

ONTARIO

THEATRE	LOCATION
Hector's	Alexandria
Opera House	Alliston
Beamsville	Beamsville
Auditorium	Beaverton
Griffin	Belleville
Palace	"
Town Hall	Bobcaygeon
Town Hall	Bowmanville
Brant	Brantford
Grand Opera House	Cobalt
Rex	Copper Cliff
Crystal	Cornwall
Strand	Dundas
Princess	Espanola
Victoria O. H.	Goderich
Grand	Hamilton
Apollo	Harriston
Royal	Hawkesbury
Star	Hespeler
Princess	London
Majestic	"
Trafalgar Hall	Oakville
Princess	Orillia
Crystal	Oshawa
Family	Ottawa
National	"
Grand	Pembroke
Baldwin	Perth
Empire	Peterboro
Strand	"
Royal	Port Burwell
King George	Port Colborne
O'Brien	Renfrew
Empire	Rainy River
Princess	Sarnia
King	Sault Ste. Marie
Princess	"
Mark Lear	Shelburne
Classic	Stratford
Opera House	Tillsonburg
Princess	Waterloo
Lambert	Welland
Wiarton	Wiarton
Favorite	Windsor
Home	"
Griffin's	Woodstock

NEW BRUNSWICK

THEATRE	LOCATION
Hayden-Gibson	Woodstock
Gem	Fredericton
Dremaland	Moncton
Acadia	Minto
Palace	Bathurst
Broadway	St. George
Opera House	Newcastle
Empress	"
Moving Picture	"
Empress	Campbellton
Scenic Hall	Hillsboro
Music Hall	Sackville
Star	New Waterford
Moving Picture	Perth
Palace	Chatham
Moving Picture	Dominion
Opera House	Bathurst

QUEBEC

THEATRE	LOCATION
Canada	Montreal
Lunne Rousse	"
Francais	"
Theatre Au Repos	St. Jerome
Association	Chicoutimi
Orpheum	Gaspe Harbor
Empire	Granby
Varieties	"
Motion Picture	St. Casimir
Casino	Robervale
Monument National	Asbestos
Casino	Three Rivers
Olympia	Quebec
Motion Picture	Bramtonville
Monument National	Danville
Motion Picture	Black Lake
Star	Waterloo
Empire	Lachine
Kenogami Picture	Kenogami

Mgr. J. H. Hyland Plays "Carpentier-Lewis Fight" Photodrome For a Week

The Famous-Players Film Service release, "Carpentier - Lewis" Fight picture has had its engagement at the Photodrome Toronto extended to a week. On the opening day of the engagement, the receipts reached about $100 over all previous records, on Tuesday crowds were seen lined up in front of the box-office waiting for admittance; and Manager J. H. Hyland, who usually plays his features three days, immediately saw the wisdom of playing "Carpentier-Lewis" for a week.

Nine Jeanne, formerly with Regal, has returned to Famous Players as supervisor of the Shipping Department.

Mgr. Goldhar, Duchess, Smiles Through Extended Run "Smilin' Through"

Manager J. Goldhar of the Duchess Theatre, Toronto, would win a prize on his lobby and advertising "go-aheadedness" on "Smilin' Through" were prizes being given. However Mr. Goldhar who usually plays an attraction for two days, has won the prize of the Standing Room Only sign in front of his theatre, and has been obliged in order to meet the demand of his patrons for admission to extend the engagement of "Smilin' Through." It seems that all this talk about summer and poor business means nothing to the exhibitor who gets the right kind of a picture and goes after the money this picture can get him.

"At the Sign of the Jack O'Lantern" Now Released

Millions of readers of Myrtle Reed's stories are attending theatres all over the country where the picturization of her great book, "Lavender and Old Lace" is being shown. Exhibitors are finding in this simple romance a box-office attraction of tremendous money-making possibilities.

Bearing all the ear-marks of and as strong a drawing card as "Lavender and Old Lace" comes "At the Sign of the Jack O'Lantern," the second adaptation to the screen of one of her most popular stories. This picture, directed by Lloyd Ingraham, is said to be an intensely interesting mystery story with comedy relief of the highest order. Pictures of this type properly exploited should guarantee any exhibitor large audiences.

"At the Sign of Jack O'Lantern" is in six reels. The footage is 5,193.

Mgr. E. Savatonio Adds the Electra Theatre to New Grand

Another indication of better times theatrically is the fact that E. Savatonio has added the Electra theatre, Montreal, to his management of the New Grand and will take over the latter from Paul Jeunette in August. The latter is opening up a theatre at Terrebonne.

H. M. Thomas, manager of the Montreal Capitol, and supervisor of the Capitol chain of Theatres in Canada, is expected in Vancouver shortly. Mr. Thomas is making his tri-annual tour of inspection.

Synopsis of "At the Sign of the Jack O'Lantern"

When Harlan Carr inherited his Uncle Ebenezer's "Jack O'Lantern" house, and took his bride there to live, he little realized that he would soon be the unwilling host of a score of hungry relatives. But in less than a week they were there, bag and baggage and a few trunks in addition. And then things began to happen. There were strange sounds at night. A black cat made the house his headquarters, and a shadowy figure floated through the halls at night. There is mystery in this story and a climax that will fairly make your hair stand on end, and through it all there is a vein of comedy that will make your sides ache from laughter. The name of the picture is "At the Sign of the Jack O'Lantern."

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BRITISH NATIONAL PICTURE PROGRAMME NOW LAUNCHED

H. M. Trade Commissioner has forwarded the following interesting article which is taken from a Bulletin furnished by the department to its overseas officers only.

WITH the exhibition to the trade of "When Greek Meets Greek," the British National Programme has been launched and the occasion may not be inopportune to recall some of the reasons which have led to the formation of the British National Film League. This League is an organization of British manufacturers banded together for the purpose of guaranteeing the supply of a definite number of best British films for 1923 and subsequent years. Arrangements have been made by the producers concerned and their renting organizations to release at least one British film per week during the coming year. In no case is an exhibitor asked to take the whole output of the League, it being one of the special objects of this body to abolish "block booking." The League does more than merely to guarantee a regular output of British films, as special efforts are being made to ensure that all the films exhibited in this National Programme are of first-rate quality and thoroughly representative of the best work now being done in British studios. To the overseas buyer, the League presents a splendid opportunity of securing a regular supply of British films of first-class character, and the Department will be pleased to put any possible overseas buyer in touch with the various producers whose films are to be exhibited under the League Programme. No arrangements have as yet been made for the centralized selling of these films, and at present each producer is making his own arrangements for the disposal of the rights of his own productions.

PROSPECTUS OF LAVAL PHOTO-PLAYS, LTD., GIVES INTERESTING ITEMS, L. E. OUIMET PRESIDENT

L. E. OUIMET former president of the Specialty Film Import, has returned to Montreal after a visit of several weeks at Los Angeles. Whilst there Mr. Ouimet made arrangements with several studios in the city and at the beginning of next September the Laval Photoplays, Limited, of which Mr. Ouimet is president, will commence operations. Conditions under which this work will be undertaken are most advantageous and there will be also pictures of a specially Canadian interest featured which will have an unique appeal in this country. When visiting Toronto, Mr Ouimet outlined some of the plans of the organization of which he is president and managing director. The head office of the Laval Photoplays, Limited, is 12 Mayor St., Montreal. The object of the present issue of stock for $100,000, as outlined in the prospectus, is to provide the small capitalist, the worker and the proletariat a sure opportunity of making money on a safe remunerative investment. The prospectus mentions as an example "Over the Hill" of which it says, "Over the Hill" is a recent production which obtained and is still obtaining an immense moral and financial success. This production which did not cost more than about $40,000 will bring returns of $3,000,000 to its producers. The reason of this phenomenal success is that this film propagates a great moral lesson while at the same time it touches the most tender fibres of the human soul. In each of us there exists a longing for good, much stronger and everlasting than a longing for bad." ..... The productions that Laval Photoplays Limited intend to elaborate and put on the moving picture market, will cost from $35,000 to $50,000 each. "There exists in the United States and Canada about 1000 large moving picture theatres willing to pay from $1,000 to $5,000 a week for productions like that which Laval Photoplays Limited will release within a few months. Moreover there are in those two countries about 18,000 theatres of lesser importance. Superficial computation but one which is absolutely plausible, justifies us in stating that in the first category, 500 of them will pay an average of $2,000 a week for the release of the production. This amount would give a gross return of $1,000,000. The 18,000 other theatres would bring in about double this amount, according to our experience, and thus a total return of $3,000,000 could be obtained, without considering the possible profits for the sale of rights in the other countries of the world." The present issue of $100,000 includes 2,000 $50.00 shares of Laval under following conditions, forty per cent. cash and the balance payable by monthly payments of ten per cent. until final payment. The following table, establishing the cost prices of certain popular productions and the amounts which they brought are a part of the prospectus:

Over the Hill cost $45,000; returns, $3,000,000; Humoresque cost $52,000, returns, $3,500,000; Way Down East cost $750,000, returns, $5,000,000; Heliotrope cost $70,000, returns, $1,250,000; The Miracle Man cost $137,000, returns, $1,250,000; The Turn of the Road cost $30,000, returns, $400,000; The Shepherd of the Hill cost $40,000, returns, $1,250,000; Male and Female cost $65,000, returns $1,500,000; Back to God's Country cost $100,000, returns $500,000; Hearts of the World cost $225,000, returns $2,250,000; Birth of a Nation cost $250,000, returns $5,000,000.

Mr. Ouimet states that after a survey of producing activities he finds that the new year presents a decrease in production activities. He is very enthusiastic about his present plans and hopes to start production about the First of Sept. The story has already been selected and adapted and some of the players arranged for. The capital of Laval Photoplays is $300,000 divided in 6,000 common shares of $50.00 each. The present issue is divided in 2,000 common shares of $50.00 each. The company has not nor will not issue any preferential or privileged shares so it is stated. The Board of Directors include Mr. Arthur Gaboury, Supt. of Montreal Tramways Co.; Mr. Ludger Gravel, wholesale merchant, ex-president of the Chamber of Commerce; Mr. Frank Callaghan, K.C., of the law firm of Laflamme, Mitchell and Callaghan; Mr. Fred Poirier, of Poirier, Bessette & Co., Editor of *Le Samedi*, *La Revue Populaire* and *Le Film*. Bankers, Bank of Hochelaga. Solicitors, LaFlamme, Mitchell and Callaghan, and Mr. L. Ernest Ouimet.

Two Hundred Orphans Enjoy "Bachelor Daddy"

About 200 orphans from various institutions in Ottawa, Ontario, were special guests at the Loew Theatre, Ottawa, for a matinee performance on Thursday, July 13, when they enjoyed the presentation of the regular picture attraction on the bill, this being "Bachelor Daddy," starring Thomas Meighen.

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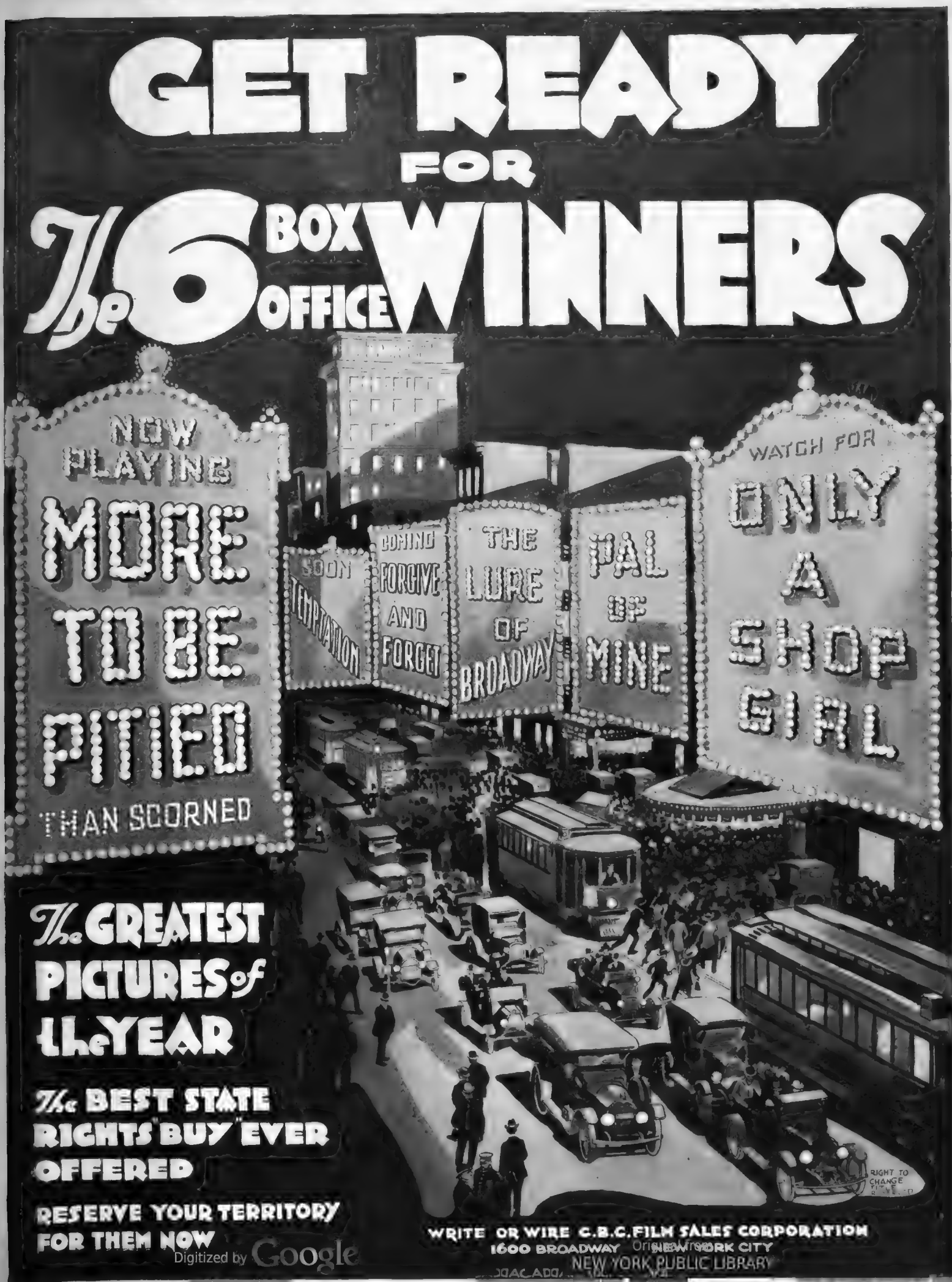

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WILLIAM FOX presents

THE MONEY MAKING PREPAREDNESS CALENDAR

1922 AUGUST 1922

Release	
	SUPER-SPECIAL PICTURES
Aug. 20	*The Fast Mail*
Aug. 27	*Silver Wings*, with MARY CARR
	STAR PRODUCTIONS
Aug. 13	DUSTIN FARNUM in *Oathbound*
Aug. 20	TOM MIX in *Romance Land*
Aug. 20	SHIRLEY MASON in *The New Teacher*
Aug. 27	WILLIAM FARNUM in *Moonshine Valley*
Aug. 27	JOHN GILBERT in *Honor First*
	COMEDIES
Aug. 20	LUPINO LANE in *The Reporter*
Aug. 20	THE LEE KIDS in *A Pair of Aces*
Aug. 20	SUNSHINE COMEDY—*Splitting Hairs*
Aug. 20	MUTT AND JEFF—*Falls Ahead*
Aug. 27	CLYDE COOK in *The Eskimo*
	FOX NEWS—Weekly

1922 SEPTEMBER 1922

Release	
	SUPER-SPECIAL PICTURES
Sept. 3	MONTE CRISTO
Sept. 10	A FOOL THERE WAS
Sept. 17	NERO
	STAR PRODUCTIONS
Sept. 3	CHARLES JONES in *West of Chicago*
Sept. 10	WILLIAM RUSSELL in *The Crusader*
	COMEDIES
Sept. 3	AL ST. JOHN in *All Wet*
Sept. 3	THE LEE KIDS in *Kids and Skids*
Sept. 3	MUTT AND JEFF—*Court Plastered*
Sept. 17	SUNSHINE COMEDY—*The Tin Bronco*
Sept. 17	MUTT AND JEFF—*Nearing the End*
	FOX NEWS—Weekly

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27 Jarvis St. - Toronto, Canada
Vol. 14, No. 14
Aug. 5th, 1922.

CANADIAN MOVING PICTURE DIGEST

Who Said "SUMMER SLUMP?"
Not
FIRST NATIONAL
with NORMA TALMADGE in
"SMILIN' THROUGH"
Are you getting reports on what others are doing with the miracle-money-maker.
And Watch for these Babies—
"PILGRIMS OF THE NIGHT," "THE SILENT CALL,"
Jackie Coogan in "TROUBLE"
COMING
Associated First National Pictures, Inc.
60 to 70
Attractions
1922-23
Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver
ATTRACTIONS + EXPLOITATION = WONDERFUL BUSINESS

TORONTO, CANADA
AUGUST 5th, 1922.

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Columbia

ALTERNATING Current requires Columbia White A. C. Special Carbons—nothing more. Silent, steady, brilliant light without extra equipment

CANADIAN MADE FOR CANADIAN TRADE

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CANADIAN NATIONAL CARBON CO.
Limited
Toronto, Canada

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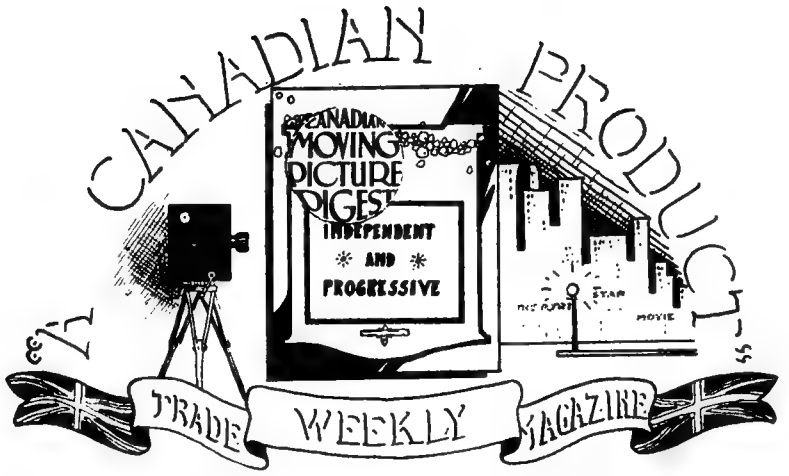
"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50



The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company

27 JARVIS STREET,

TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 14 | TORONTO, CANADA | AUGUST 5th, 1922

"We're Agin It"

THEY tell a story of an Irishman landing on an Island inhabited by Cannibals. Approached by the chief, the Irishman asked "And ken yez tell me the governmint here?" The chief with a menacing expression replied in his own language, not understanding a word the Irishman had addressed to him, "Boobmutnutsky." Whereupon the Irishman with hand upraised cried out forceably "I'm agin it."

There is in Moving Pictures a slow, but sure plan of a world-wide monopoly of its interests not only being formulated but consummated and like the Irishman "we're agin it." Not that the ever-ready "chip" is stationed upon our shoulder waiting for the drop of the hat to knock it off, but for reasons that are long and sufficient.

Some persons are deluded into believing that when a monopoly of a commodity, utility, or art is brought about, the public receive the benefit through Service and quality. If the public will stop to go into the list of monopolies, with which we are blessed, they will readily realize that the monopolized article, once having secured for itself an invincible position, deteriorates in quality and for the Service the public pays double. The laws of our country are said to be made in order to protect "the under dog." If they have become the instrument of rich monopolists and their skilled-at-juggling-law counsellors, it is not the fault of the law, but the broad application or interpretation of it. Every effort has been made to make the world fool-proof. "Under-dogs" are "under-dogs" through inclination, circumstance, inability, birth. Monopolists add to the list of "under-dogs" by blocking, through money and power, those enterprising individuals who endeavor to release themselves from the chain of circumstance and rise above their position at birth. Monopolists are "grabbers." In climbing the ladder of success they do this without any conscience, scattering the dead bodies as they mount upward. Monopolies are not indications of expansion. The firm which grows by the very nature of its power to grow, does so without the necessity of preventing competition. It does not set out deliberately to grab the world trade in what it is interested in. It does not coolly and calmly form plans to steal a competitor's business. It does not coldly interfere by threats, by underbidding, with the business of a competitor. This is the policy of nations which resort to war in order to wipe off another nation which has apparently got in its way of expansion.

Monopolies are the antithesis of progress, initiative, individuality and independence. Monopolists are the jailers of commerce. Monopolists are the autocrats of the world and no tyrannical government can equal their autocracy. If any one firm became so powerful in Moving Pictures that they were interested in every branch of it, tying up production, tying up exhibition, the raw product, the exchange, veining through the Picture Industry in every country, the old world and the new, what chance would you, or any other independent have?

This kind of a beast is called an Octopus, its head is hidden in the crevice of a rock, in Picture Business the rock might be a subsidiary company, or a company operated by the Octopus under an assumed name, it waits from this vantage position for its prey, its tentacles forever reaching out to seize, seize. Once caught by one of its feelers, which are lined with thousands of blood-sucking mouths, it sends out tentacle after tentacle until you are securely wrapped. The head appears last; and it is the head which the wise fishermen, or diver directs his attention to. A blade sent between the eyes, as the head approaches toward the throat of the victim, releases the victim from death. So it is with the wise independents in this business, who keep themselves free to attack the head. Fighting the tentacles, but reacts to the disadvantage of the victim, the head immediately increases the tension of the tentacle-hold. Go after the head. Every white man is "Agin it."

—RAY LEWIS

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UNIVERSAL PRESIDENT PLANS INTERESTING EXPLOITATION CAMPAIGN FOR PICTURES

UNIVERSAL has decided upon a *Saturday Evening Post* campaign. Elaborate plans have been made to provide a campaign which will be novel as well as informative. In this respect it will not be institutional. Its main purpose is to inform readers about the big Jewel pictures that are now ready to be shown in the Exchanges. But the information will be conveyed in the "different" way.

For more than a year Mr. Laemmle has been planning this campaign.

The ads will be one column in size and will be run in the form of personal talks by Carl Laemmle. In the course of these talks he will take occasion to "expose" a great many so-called secrets of the movies and will take his readers behind the scenes at Universal City. Personal experiences as they relate to Universal stars and to the production of Fall Jewels.

This is the first advertisement to appear:

WATCH THIS COLUMN

The watery-eyed man who told the experienced traveler that if he'd never had delirium tremens, he had "never been nowhere nor seen nothin'" leads me to suggest that if *you* are not seeing UNIVERSAL PICTURES, there is something missing out of *your* life.

And if the man who runs your favorite theatre is not *showing* UNIVERSAL PICTURES, there are people missing out of his theatre who would otherwise be there, and likewise a considerable something missing out of his cash-drawer.

Do you remember "Foolish Wives"? That is a UNIVERSAL. Do you remember Priscilla Dean in "The Virgin of Stamboul," "Outside the Law" and "Reputation"? All UNIVERSALS. Do you recall Reginald Denny in "The Leather Pushers," the Universal - Colliers Weekly series? Every one is a UNIVERSAL and every one a success.

Have you heard of the remarkable pictures UNIVERSAL is making for future release? All right, here is a list of some of them. Paste it on your telephone. Call up your favorite theatre and tell the manager to let you know when these pictures arrive. Tell him that Public Demand is a resistless force.

"The Trap," with Lon Chaney, the man of a thousand faces—a play of great dramatic and scenic force.

Coming—House Peters, one of America's sterling actors, in "The Storm"—adapted from Langdon McCormick's great Broadway sensation.

Coming—House Peters in "Human Hearts," picturized from Hal Reid's stage success and dedicated to the mothers of the world.

Coming—Priscilla Dean in "Under Two Flags," adapted from the world-famous novel by Ouida.

Coming—Priscilla Dean in "The Flame of Life" — adapted from Frances Hodgson Burnett's beautiful story "That Lass o' Lowrie's."

Coming—"The Kentucky Derby," adapted from Charles T. Dazey's great stage drama "The Suburban," with Reginald Denny who scored such a success in "The Leather Pushers."

All of these plays were written by famous authors. Not one of them was written to exploit the star. They are all full of stars, but first and foremost, they are all full of merit.

Plot is a virtue. So is coherency. Also logic.

I wish you would watch this column from now on. I'll keep you posted. I'll tell you some of the secrets of the Movies, too—and a lot about the stars. Use this column as your guide to *the best there is in pictures.*

If I fall down on any of my promises, if I recommend a UNIVERSAL picture that isn't full of charm and thrill and beauty, call me down.

(Sgd.) CARL LAEMMLE,
President, Universal Pictures.

Banff, Alberta.
July 17th 1922.

Mr. F. L. Vaughan,
Mgr., Fox Film Corp., Ltd.,
Calgary, Alberta.

Dear Mr. Vaughan:

"THUNDERCLAP" which I played last Friday and Saturday, is one of the best pictures that was ever played in Banff. It is a real 100% and then some picture. Advertising is first class, and I can with all truth say that every Exhibitor playing this will make good money.

Thanks.

Yours truly,
(Sgd.) *G. T. FOWLES*
Lux Theatre

Mgr. Fiddes, System Theatre, Reports Big For "Sheik"

John Fiddes, manager of the System theatre, reports a remarkable success this month. He ran both "The Sheik" and "The Black Bag" and relying on clever lobby displays and the fact that both pictures are good, filled his house for a couple of weeks. This was done in spite of the hot weather and the absence of many patrons from town on vacations. Further the appointment to the System of Jeff Craig, organist at one time with the Imperial theatre, Ottawa, added to the attractions of the house as was evidenced by the frequent applause and encores accorded to the musician. John claims that although "The Sheik" has been played over and over again in the neighborhood of his theatre, it is a striking example of the pulling power of a first class picture.

Mgr. Willis of Hippodrome Insists on Keeping Carpentier-Lewis Fight Picture

It speaks rather well for the "draw" of a picture when an exhibitor insists upon an extended engagement. The picture happens to be a Famous-Players Film Service release, "Carpentier - Lewis Fight" which Manager Willis of the Photodrome, after having played three nights, insisted upon retaining for another three nights, owing to the phenomenal boxoffice returns. The Carpentier-Lewis Fight Picture was booked at the Allen Bloor and St. Clair Theatres for the last three days of that particular week, but Manager Willis, depositing the rental of this picture in the office of the Famous-Players said, "Here's your money, take the picture if you can." Whereupon arrangements were made to bycycle the Film from St. Clair to Bloor in order to accomodate Mr. Willis.

Preston, Ont., is to have a new theatre.

Canadian Releasing Corp. Have "I Am The Law"

The Canadian Releasing Corporation is shortly giving out in this city "I Am the Law" a big north-western story of Canadian life in the wilds and it is claimed it will make a hit superior even to that achieved by "Sisters" released earlier by the same corporation, of which J. P. O'Loghlin is the managing director.

Famous-Players Film Service will release "Chain Lightning," a Ben Wilson Special Attraction, starring Ann Little.

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CHRISTIE OF EDUCATIONAL COMEDY FAME TO VISIT CANADA

LEAVING for the East on the same day by different routes, C. H. Christie general manager of the comedy company, and Pat Dowling, exploitation director, are touring the United States in the interests of their product for the coming season.

Christie has left for Canada, intending to stop at Educational's various exchanges through the Dominion, while Dowling is making his tour through the middle West, returning by another route. Exchange centres which will be visited in this manner include San Francisco, Seattle, Vancouver, Winnipeg, Toronto, Kansas City, St. Louis, Louisville, Cincinnati, Indianapolis, Pittsburgh, Washington, Philadelphia, New York, Boston, Albany, Buffalo, Cleveland, Detroit, Chicago, Milwaukee, Minneapolis, Omaha, Denver, and others.

Meanwhile at the Christie studios at Los Angeles the first picture of the forthcoming series is being finished under the direction of Scott Sidney. The picture is "That Son of a Sheik" featuring Neal Burns. Al Christie is also traveling, directing scenes for the next Dorothy Devore picture at Riverside and at Reno, Nevada. It is a racing story, at present untitled.

NEW SERIES OF HALLROOM BOYS COMEDIES SOLD BY C. B. C.

ANOTHER big sale is announced by the C.B.C. Film Sales Corporation when the Federated Film Exchange of California signed up for a new series of 1922-23 Hallroom Boys Comedies.

The sale followed the private screening of one of the first of the new series featuring Percy and Ferdie "No Money To Guide Them." It is said that if this comedy is an example of what the other twenty-five will be, they will line up with the best comedies now on the Independent market.

Harry Cohn of the producing unit is hard at work at the Coast on the series, and reports that every effort is being made to make the year a banner one for Hallroom Boys Comedies, and for the exchanges and exhibitors who book them.

FAMOUS-PLAYERS LASKY INVOLVED IN U.S. SUIT

FAMOUS-PLAYERS LASKY are involved in an injunction proceeding at Detroit, instituted by Broadway Strand, and Phil Gleichman. The injunction was brought against Famous-Players-Lasky, Madison Theatre Company, Adams Theatre Company, John H. Kunsky and the Capitol Theatre Company.

A temporary injunction restrained the defendants from exhibiting in either the Capitol, Adams or Madison theatres any more Paramount Pictures. Mgr. Gleichman claims a breach of contract owing to arrangements having previously been made between him and the Famous-Players-Lasky whereby the Broadway Strand agreeing to show Paramount pictures exclusively was to have the first pick of these features. The contract was entered into in 1919 and was to be renewed each year covering five years.

Gleichman states that pictures were given to Kunsky Theatres first and that the defendants "have sought by sundry flagrant methods of fraud and double-dealing" to cancel the contract existing. Mgr. Gleichman further charges that Kunsky has offered Famous-Players-Lasky prices in excess of those prices he had contracted for. The Broadway Strand is said to have paid as high as $8,500 for a single week's run, this sum being half of the receipts after deduction of specified overhead expenses.

Opera House, St. John, Returns To Straight Pictures

The Opera House, St. John, which has been playing six weeks of tabloid musical comedy, by the Emmett-McAuliffe, and the Orth-Coleman companies, has returned to straight pictures.

Ottawa Brings Action Against Loew's For Taxes

The Municipality of Ottawa has entered an action in the Supreme Courts of Ontario against Loew's Ottawa Theatre, Limited, for $2,496, the amount alleged in arrears on business tax. The city has also issued a writ against another local theatre for alleged tax arrears.

Philadelphia Has Three Christies Same Week

Three Christie Comedies were playing in the first run theatres in Philadelphia the same week early in July. "Cold Feet" was playing at the Palace, having opened previously at the Karlton and Capitol.

The second picture was Bobby Vernon's "A Hickory Hick" at the Arcadia, and the third picture was "Bucking Broadway" featuring Neal Burns at the Karlton, which had previously opened at the Palace.

"The Fireman's Cruise on the Great Lakes" Looks Good For Money

The Canadian Exhibitors' Exchange are releasing a three reel picture of interest called "The Fireman's Cruise on the Great Lakes." This picture was taken as a result of a contest conducted by the *Buffalo Courier* and *Inquirer*. About 150 Canadian Firemen were selected from Ontario. The picture opens at Regent, Oshawa, for a three days' engagement, beginning week of Aug. 7th. The Fire-Chiefs of Fire Brigades throughout Canada are behind this picture with an "altogether boost" and will introduce a Fireman's Night at each theatre for a send-off.

Metro Pictures Have Many Toronto Bookings

Metro Pictures have had a succession of showings both at Pantages Theatre and Loew's Toronto. The concensus of opinion about Toronto is that the pictures were all fine picturizations.

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"THE MOST TALKED OF PICTURE IN THE WORLD" UNIVERSAL'S "FOOLISH WIVES" SEPT. BOOKINGS

"THE Most Talked Of Picture In The World" is Universal's slogan for "Foolish Wives." There appears to be no question as to the validity of the slogan. It would be difficult to find very many wide-awake people who have not heard of "Foolish Wives." The bookings continue to mount up and now that Universal are releasing this picture on a rental basis, exhibitors appear to be most eager to "get in" on the "big money." "Foolish Wives" opens at the Strand in September for an indefinite run. It has been also booked in Toronto at the Alhambra, Oakwood and Palace.

It will play the Strand Montreal and the United Theatres Independent Amusement Company Circuit of Montreal. Among its other Sept. and October bookings are: Lyceum, Winnipeg; Capitol, Calgary; Empress, Edmonton; Capitol, Regina; Allen, Vancouver; Royal Victoria, Victoria; Rex, Vancouver, for a second run; Griffen Amusement Company Circuit, throughout Ont.; Lambert, Welland; New Castle, Guelph; Empire and Queen's, Hamilton; Savoy, Glace Bay; Regent, Belmont, Plaza, Papineau, Moulin Rouge, Montreal; Temple, Brantford; Princess, St. Thomas; and other theatres too numerous to mention.

Cannot Use Name James Oliver Curwood

Judge Knox of the U. S. District Court gives a decision whereby the Affiliated Distributors' Inc. cannot use the name of James Oliver Curwood in connection with their release, "I Am the Law." Decision on the claim that this picture is an infringement on "The River's End" has been reserved.

Opera House, Minto, N.B., Now In Operation

The Opera House at Minto, N. B., has been opened. The house has a balcony and lower floor, seating capacity about 1,400. Policy pictures.

Mgr. R. L. Gregory To Build New Theatre

Mgr. R. L. Gregory has sold his theatre, "Wonderland" at Acton to Mr. Silverthorn and will build a new theatre at Brampton, Ont.

Associated First National's Big Success, "Strongheart," To Play Toronto Soon

Strongheart will be released at the Allen Theatre the week of Sept. 4th. This Associated First National picture, with a dog as the star, has enjoyed the unique and phenomenal position of an unprecedented run in Los Angeles. Those who have seen "Strongheart" cannot get over the miracle of the dog's performance. "More than human" is the general comment. It is interesting to note that a Toronto man having seen the picture in Calgary at the Allen Theatre, called on his return to Toronto at the office of the Associated First National in order to find out when the picture would play Toronto as he did not wish his family to miss the opportunity of seeing such a worthwhile picture. This but substantiates the argument that if the picture is good, any time of the year is good for good business with it.

Canadian Releasing Corp. "The Sign of the Rose"

Among new productions is "The Sign of the Rose," adapted from George Beban's vaudeville act. It is said that previous to the booking of "The Sign of the Rose" in picture houses, the American Releasing Corporation will book "The Sign of the Rose" in conjunction with Mr. Beban and his company of eight players, including scenery and special effects for a thirty-weeks' season in as many cities. Mr. Beban and company will give a twenty-minute act, depicting the episode of the fifth reel, this act being used as a substitute for the reel. The picture it is said has already played twenty-one weeks in eighteen of the largest cities in the U.S. and it is claimed that the receipts were fifty per cent. over the receipts of "The Miracle Man" and "Humoresque." American Releasing Corporation market their product in Canada through Mr. J. P. O'Loghlin, managing director of the Canadian Releasing Corporation Limited.

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ASSOCIATED FIRST NATIONAL EXPLOITATION PLUS PICTURES BREAK RECORDS IN TORONTO

MGR. HARRY O'DONNELL, Maple Leaf Theatre, lobby display on "A Small Town Idol," showed part of the grand stand with crowd and track, boxoffice made up as ticket booth with hand pointing to door, "This way to the Paddock," cut out of 24 sheet, Turpin and other jockeys coming down track, large board with odds posted, small boards with captions "Oh, boy, some show—" "It's the cat's whiskers," hurdle made of beaverboard with hedge of small trees behind, tan bark spread all over lobby.

Reports that he has topped all receipts since taking over the theatre, although "Small Town Idol" has been shown across the street twice and a whole week in a theatre just one block away. O'Donnell figured it had never been served up "a la lobby," took a chance and won, which seems to prove that the proper kind of exploitation gets business and requires nothing but studying your prospective patrons' tastes and how to appeal to them.

FOLLOWING closely on the heels of the phenomenal success of "Smilin' Through" in the Duchess last week, comes a three-days' engagement of First National's miracle hot weather money-maker at the Pickford. An attractive lobby display and a holiday opening broke all previous house records, so Mr. H. Rottenberg, the manager, reports. So far all exhibitors who have played this one are "Smilin' Through" a great Summer.

MANAGER HARRY GINSLER, Iola Theatre, put on the following campaign on "Molly O":

Window Tie-ups—

L. R. Steel Co.—"Molly O" Washboards. First time this firm has ever given over a window to exploiting pictures.

Drug Store—Mabel Normand indorses Cutex.

Beattie—Sheet Music and Record "Molly O." Man from store sang "Molly O" at theatre at every performance.

Sale of Silk Stockings as worn by "Molly O" in department store window during engagement.

Manager Ginsler reports that he did all the business he could handle and this was during exceptional hot nights, he is a hustler as witness his float in Danforth Business Men's parade a short time back. Campaign on "Molly O" was arranged and carried out by Ginsler with the assistance of W. J. Stewart, First National Exploitation Agent.

To Stewart of First National Exploitation goes the palm for the greatest weather forecaster in centuries, in First National Advertising in the DIGEST issue of May 13th, he has headlined A COOL SUMMER, NO UNEMPLOYMENT and BIG BUSINESS, looks like he had the right dope.

MONTREAL REPORTS FILM ACTIVITIES INDICATE GOOD COMING SEASON

THAT there is every indication of a considerable growth of activity in moving picture circles in this city in the coming fall and winter season is well shown by the busy aspect of the nerve centre of those activities in this city, namely, the Albee Building. The former torpor that characterized this building during June and early July is fast disappearing before an inrush of visits from head offices from Canada and the United States and a plethora of plans of campaign that are fast materializing into considerable publicity and screening projects. Better than all is the spirit behind it. It is beginning to be felt more and more that the Moving Picture Industry in common with every other industry in the world has been going through its deflation period and is now once more well on the road to recovery with every prospect of catching up with and even exceeding its best prospects of past years both before and after the war. As to the facts which justify the DIGEST in taking this view the following may be mentioned and there are of course plans as yet in the embryo stage and so cannot yet be detailed.

Associated First National Pictures of Eastern Canada is a busy exchange and Jim Gorman informed the DIGEST correspondent that bookings are exceedingly promising for August and September when such films as "The Woman He Married," "The Infidel," "Folly," "Primitive Love," all claimed to be hundred per cent. productions will be showing in this city. Finally, Famous Players Corporation have arranged for the release of three big pictures out of the four to be shown each week at the Imperial in August. They will be Famous Players, Goldwyn, and Hodkinson pictures.

Conversation with theatre managers in Montreal also reinforces the impression that times are gradually getting better. Even now in the hot season there are clear signs that improvement has begun and is increasing. The Imperial is playing to good-sized crowds. The Capitol maintains its goodly assembly of patrons, while the Allen is drawing down bumper attendances, thanks to special shows put on by Manager Rotsky, who turned people from the doors in scores when Eva Tanguay of "I don't care" fame came here personally. For the first few nights special police regulation of the crowds was required.

La Plaza Theatre, Toronto, Has a Radio Concert

La Plaza Theatre is the first theatre in Toronto to run a Radio Concert for its patrons. Concert supplied from *Toronto Daily Star* Radio Concert and from Buffalo, N. Y. Community singing is another sure-fire idea which this theatre is adopting.

Federal Government's Moving Picture Studio Grows

Ray Peck, director of the Exhibits and Publicity Bureau, Department of Trade and Commerce, Ottawa, returned from New York City a few days ago where he made arrangements for the purchase of a number of additional tanks, racks and other laboratory equipment for the Federal Government's moving picture "studio" at Ottawa. When this apparatus is installed, the Government will have probably the largest film laboratory in the Dominion.

Bathurst Opera House Is Being Rebuilt

The Bathurst Opera House, devoted to films, which was burned last spring, is being rebuilt, and will be reopened in September. The Opera House was constructed only two years ago.

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BIG PUBLICITY BEHIND "ARABIAN LOVE" PUTS S.R.O. SIGN OUTSIDE WEB THEATRE, NIAGARA FALLS

ONE of the most unique tie-ups ever attempted for a motion picture has just been carried out with striking success by G. de Grandcourt, Canadian Director of Publicity for the Fox Film Corporation, and has set an exploitation standard that may well be followed in other Canadian cities that can boast of such palatial hotels as The Clifton, Niagara Falls, Ont.

By arrangement with the manager of the Clifton the Fox exploiteer planned a musical soirée and dance, called "One Arabian Night," for the evening of August 3rd, in the spacious ballroom of the hotel. Aiming high, he prevailed upon Miss Patricia O'Connor, the Irish prima donna and well known musical comedy star of London and New York, who was a guest at the hotel, to open the evening with a rendition of operatic numbers, and to appear at the Web Theatre on August 4th and 5th, in an elaborately staged musical prologue of "Arabian Love" songs at the presentation of the Fox picture "Arabian Love," featuring John Gilbert.

For a week prior to the "One Arabian Night," the hotel inserted ads in the Niagara Falls, Ont., Niagara Falls, N.Y., and Buffalo papers; issued two thousand invitation cards, and placed in the most conspicuous position in the hotel lobby a large frame consisting of a number of beautiful photographs of Miss O'Connor and wording that advertised the Arabian night and the fact that Miss O'Connor would also appear in a special prologue at the Webb Theatre, at their presentation of "Arabian Love." The invitation cards and the ads carried identical announcements. A large notice, similarly worded was also posted on the announcement board beside the hotel desk. The hotel used their selected mailing list to send out a number of the invitations, arranged for a card to be delivered to the room of every guest, and placed others on the tables of the lounge, palm room, writing and reading rooms. The theatre also mailed out a large number; placed them on the menus of all the leading restaurants, and by arrangements with several bookstores placed others in the copies of latest issues of the best selling magazines.

All leading stores in Niagara Falls carried photographs of Miss O'Connor and stills from "Arabian Love" in their windows. A special canvas of all men's and women's clubs in both Niagara Falls, Ont., and N.Y., was made. Excellent cut-outs decorated the front of the theatre, in addition to frames with photographs of Miss O'Connor and lobby cards of the picture. During the day these cut-outs were affixed to the back and sides of a large touring car which was driven throughout the town and Niagara Falls, N.Y.

The "One Arabian Night," further heralded by special stories in the papers on both sides, proved a splendid success; the ballroom, attractively decorated with Oriental drapings, and color scheme, being thronged with hotel guests and visitors from Buffalo, Lockport and Niagara Falls, N.Y., who gave Miss O'Connor an enthusiastic ovation. The music furnished by the orchestra was excellent, and the dance that followed was greatly enjoyed for several hours.

The big publicity that the evening at the hotel gave both the picture and the theatre—which gained considerable prestige over its competitors by this support of The Clifton—translated itself into a "stand 'em up" attendance on the following night at the Web, when, despite the oppressive heat, this house of over 900 capacity was packed to the doors, and Manager McCourt who had wholeheartedly worked in co-operation with the Fox exploiteer had the satisfaction of literally putting up the S.R.O. sign. The stage setting for the special prologue was most effective, and Miss O'Connor's "Arabian Love" songs were received with prolonged applause. Manager McCourt also received many appreciative comments regarding the splendid entertainment value of the picture. The Saturday matinee and evening show was a repetition of the Friday night success, with the result that the business done on this picture broke all records for any production ever shown in the Web since its opening.

Special mention should be made of the attractive ads that were designed expressly for this picture. They consisted of a large web in the centre of which were the words "Arabian Love." At the top of the web were the words "One Of The Web's Best Catches," and at the bottom "A William Fox Treat Featuring John Gilbert," followed by four lines of verse.

THE DIGEST
SUBSCRIBE NOW
52 Copies — $2.00

His Majesty's Theatre, Montreal, Again Changes Hands

SOME considerable changes, theatrical speaking, have materialized in Montreal within the past week or ten days. His Majesty's theatre a landmark among the older playgoers has again changed hands and is now under the joint lesseeship of Messrs. Edwards and Lawrence Solman. Mr. Solman is well known in Toronto, having charge of the Royal Alexandra theatre, the Toronto Ferry Company, the Toronto Baseball Club, the Hanlan's Point Park, the Tecumseh Lacrosse Club and other Toronto amusement enterprises in which he has been the controlling spirit for the past twenty years. His association with the premier of Montreal's theatrical enterprises will therefore be sure to make itself felt in the near future, and this has a moving picture interest, since some of the best film productions have had their first Canadian representation at that theatre.

The other event is the consummation of the deal whereby B. M. Garfield will run the Gayety theatre through a Montreal company of which he is a large stockholder. The theatre which has combined burlesque with pictures will be renovated from top to bottom and will re-open for the season August 19.

Vitigraph Urban Classics Receive Special Consideration from the Press

The Globe and *Commercial Advertiser*, New York, in its Film Review columns published the following:

"That gentleman who said the "moving picture is worse than the saloon," along with others of his type, should examine the list of titles proposed for weekly release by the Vitagraph Company of America. These are called the Urban Popular Classics, each one reel in length. Some of the subjects announced are "Alexander Hamilton," "Abraham Lincoln," "Better Milk," "Nature's Wild Babies," "Hiawatha," "The Staff of Life," "Benjamin Franklin," "George Washington," "The Silvery Salmon," "The Hare and the Tortoise," "Newsprint Paper," and "Modern Banking."

These films, fifty-two in all, are to be shown in the regular moving picture theatres, not in schools alone. Is there any five-foot shelf of books that can bring education to the masses in the way pictures of this type can?

Of course this is an old argument, but why do the Blue Noses always forget the fact in their anti-film tirades?"

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MGR. FRED TRIFTS OF ST. JOHN MURDERED AND SLAYER ESCAPES

FRED TRIFTS who was murdered in St. John while in his sedan car and found by a milkman in the early morning, was for some years engaged in the management of motion picture theatres in St. John and Halifax. He was prior to that employed as an operator in St. John. He managed the Gem in St. John which was destroyed by fire and not rebuilt, and also managed a house in Halifax. He was fifty years old and is survived by his widow and four children. The police of St. John are powerless to apprehend the slayer thus far.

I. Stuart, secretary-treasurer of Equity Picture Corporation has been in New York lately accompanied by M. Arnovitz, manager of the Toronto office.

Thomas Dowbiggin, formerly manager in Montreal of Stephenson Attractions, has joined the sales force of Famous-Lasky

A. E. Smith, manager of Montreal office Famous Players, has spent a fruitful week in Quebec province lately and is now back "saying it with contracts."

Pantages, Loew Theatres In Hamilton Unite

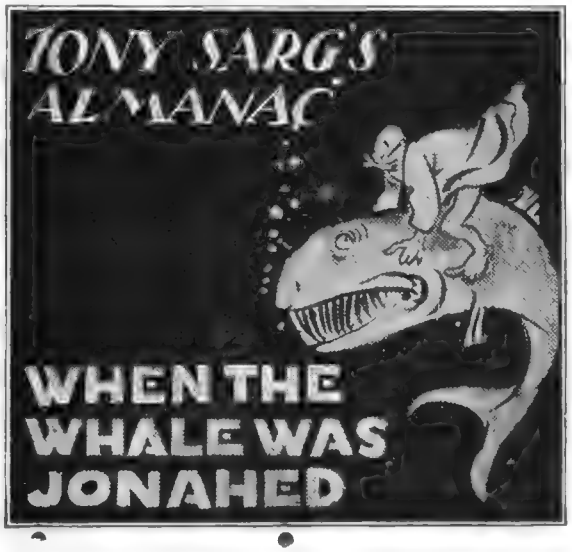
It was announced in Hamilton that the Pantages and Loew theatres of that city have united under the name of the Hamilton United Theatres, Limited. Each of these theatres, most modern in their construction, are said to have cost in the neighborhood of $1,000,000. Within one block of each other Loew's and Pantages have been competitors for patronage. Under the new regime it is said, Pantages will control preferred and common stock totalling $1,087,500 and Loew's $900,000. The combined management will tend to reduce operating expenses.

Griffith's "Fatal Marriage" Lillian Gish, Wallace Reid

Famous Players Film Service are to release "The Fatal Marriage" adapted from Tennyson's "Enoch Arden" and under the personal supervision of D. W. Griffith. Lillian Gish and Wallace Reid play the leads.

Shea's Hippodrome, Toronto, Opening With Griffith's "Orphans of the Storm"

Shea's Hippodrome will open its season with Griffith's "Orphans of the Storm." The engagement is for an extended period. No vaudeville will accompany the picture. This may be the testing picture which shall convert the Hippodrome into a Picture Theatre.



Notable Cast Selected Paramount "Kick In"

With one of the most important casts assigned to a Paramount picture in a long time, George Fitzmaurice has started his production "Kick In." Betty Compson and Bert Lytell head the list of players from the Paramount Stock Company including May McAvoy, Gareth Hughes, Kathlyn Clifford, Walter Long, Robert Agnew, Maym Kelso, John Miltern and Judd Prouty. "Kick In" is a play by Willard Mack and was one of the most successful of his numerous stage dramas, having played nearly a year on Broadway with John Barrymore in the leading role. The adaptation is by Ouida Bergere.

Ernest Shipman of Ottawa has been arranging to produce a film in Newfoundland in conjunction with Newfoundland capital. He spent two weeks in the ancient colony.

New Picture House Fredericton Nearing Completion

The new picture house, being constructed in Fredericton for F. G. Spencer of St. John is nearing completion and will be opened the early part of September, according to present indications. This house replaces the Gem, which was destroyed by fire last winter and which was leased by Mr. Spencer, who controls picture houses in St. John, Fredericton, Woodstock, Windsor, and Amherst.

Bijou, St. Stephen, N.B., Opens in September

The Bijou, St. Stephen, N. B., which is being built to replace the old Bijou, destroyed by fire last spring, will be ready for opening in September. For the Summer, the curling rink was utilized for the showing of films. The curling rink was the first picture house in St. Stephen, being used for the films fifteen years ago.

Constance Binney in England; Appears in Ideal Pictures "Bill of Divorcement"

Ideal Films Ltd. of London are producing Miss Clemence Dane's "A Bill of Divorcement." Miss Constance Binney took the voyage across to England for the sole purpose of appearing as the daughter in the cast. The Ideal made special arrangements to secure Miss Binney for this most important part.

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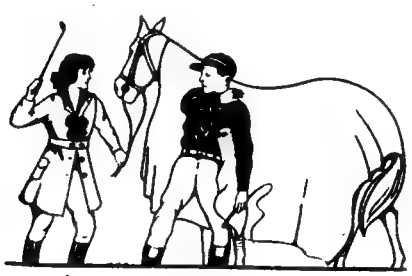
RAY LEWIS REVIEWS TOONERVILLE BLUES, JANE EYRE, EVIDENCE

"JANE EYRE," a Hodkinson production, directed by Hugo Ballin and with Mabel Ballin and Norman Trevor in the leads even surprised the Allen Management in the business it drew to the Allen Richmond St. theatre during its engagement week of July 31st. "Jane Eyre" by Charlotte Bronte has been read and re-read by at least two generations. It is one of the books we love and will always love. For once in our life we were agreeably surprised and delighted to find a screen adaptation living up faithfully to the book story. Perhaps this is the reason that during its engagement at the Allen it became a topic of conversation in Toronto. "Have you seen Jane Eyre. It's very good, just like the book" were the oft-repeated comments. Mabel Ballin has a face which is cameo-like in its beauty. It is just the kind of a face which Charlotte Bronte must have dreamed for Jane Eyre. Miss Ballin's style of work is admirably suited to the role of Jane although it seemed a bit difcult for her to register Jane as a little child in the opening of the picture. Norman Trevor as Rochester is a good type also and he played his part with dignity and reserve. There seemed to be some doubling of the smaller parts, or those selected looked strangely alike. However, but for this slight jar the production ran smoothly, sustaining its quiet interest and sending everybody away in a smiling and pleased mood. The scenes used for exteriors were especially lovely, the camera and the director combining forces which made these "shots" as refreshing as a Summer shower. "Jane Eyre" should with exploitation, get good results. It is not noisy, hilarious, nor is it filled with the kind of action which one calls climatic, but it is the kind of a picture that your audience will talk about, the kind of a picture which will fill your matinees with the kind of people who enjoy something worth while and who believe in "old-fashioned love."

EDUCATIONAL'S "Toonerville Blues" played the Allen, Richmond, the week of July 31st. In this Toonerville we have another chuckling comedy by Fontaine Fox. The titles were as amusing as the glimpses of those peculiar and quaint characteristics which make-up the characters of rural life. The story has just enough plot to give Dan Mason, who is in addition to skipper of the "Toonerville Trolley," Justice of the Peace, plenty of opportunity to make us laugh, in which he is successful. Around the trolley much action has been introduced, amusing situations and comedy bits which register a gale of laughter every time. "Toonerville Blues" is a "Blue Annihilator" par excellence. Exhibitors as a boxoffice tonic I know of no better in the comedy line at present being released.

ELAINE HAMMERSTEIN in "Evidence" registers with her audience. In this picture Miss Hammerstein has been cast for the misunderstood heroine role and her audiences like her in this kind of a part. The title would lead one to expect that a court-room scene would prove the "big punch" of this picture but such is not the case, the judge is there and all the necessary witnesses, evidence for such a scene, but it is left unfinished because the "big event" in the picture comes and makes this scene unnecessary. The story runs fairly logical, a few flights of imagination and screen licenses are indulged in, but as a whole the story adheres to events which might be possible. An actress marries into a very snobbish aristocratic family and the usual prejudices occur. Niles Welch as the worried suitor and then as her worried husband, worried through his worrisome part in real worried style. 'Evidence" is a Selznick picture. It should please generally.



ALL THE THRILLS OF A DERBY DAY
ALL BUT ONE—THE EXPENSE

Allen Theatre, Stratford, Uses Simple Caption To Get Them in the House

When the Allen Theatre, Stratford, Ont., landed a double truck for "Is Matrimony a Failure?" they topped the display of co-operative displays with this caption:

"IS MATRIMONY A FAILURE?" Go to the Allen Theatre and Find Out

This has simplicity and pulling power which the boxoffice later testified. Leon J. Bamberger, Paramount Exploiteer, helped with the exploitation.

Vitagraph Secures Urban Classics and Four Seasons

Vitagraph have added to their already extensive programme, the Urban Popular Classics, releasing the series of 52, one each week, beginning with the July 30th release, "Pageantry in India" (Fate of the Maharajahs). Vitagraph have also secured Urban's "Four Seasons" which has created so much discussion and received so many flattering compliments in the U.S.

Universal's "Leather Pushers" Meet With Success

"The Leather Pushers" appear to be in demand. This series of fight pictures are in two reels. The complete number in the series is six. Pantages, Toronto, have played all the releases up to the fifth and will close with the sixth installment this coming week. Mr. Hague of Universal informs us that Manager Miller has been especially gratified with the popularity of "The Leather Pushers" which have created a demand for themselves in his theatre.

Vitagraph Office Staff Adds New Members

Mr. Gibbons, former booker of Vitagraph has retired from the picture business and is succeeded by Mr. Jack Allen as Booker. Mr. Billy Allen, Mgr. of Amalgamated is now assistant manager of Vitagraph's Toronto Office.

ALLENS GIVEN EXTENSION OF TIME MANAGING COMMITTEE APPOINTED

AT a meeting of the Allen Creditors, it was voted to give The Allens an indefinite extension of time in order to pay off creditors. A committee of creditors was appointed to manage and handle Allen Interests until such time as creditors decided otherwise. The committee consists of R. J. Bulkley, Cleveland, Ohio; M. H. Ludwig, K.C., Toronto; G. F. Perkins, Montreal; L. A. Kelley of Ottawa, and Mr. Goldring representing Robert Simpson Company of Toronto. Mr. N. L. Nathanson on behalf of the Famous Players Canadian Corporation made another offer of $850,000 for the theatres with the stipulation that this offer was to be the last. The creditors refused the offer and granted the extension. Let's go to work and do some business.

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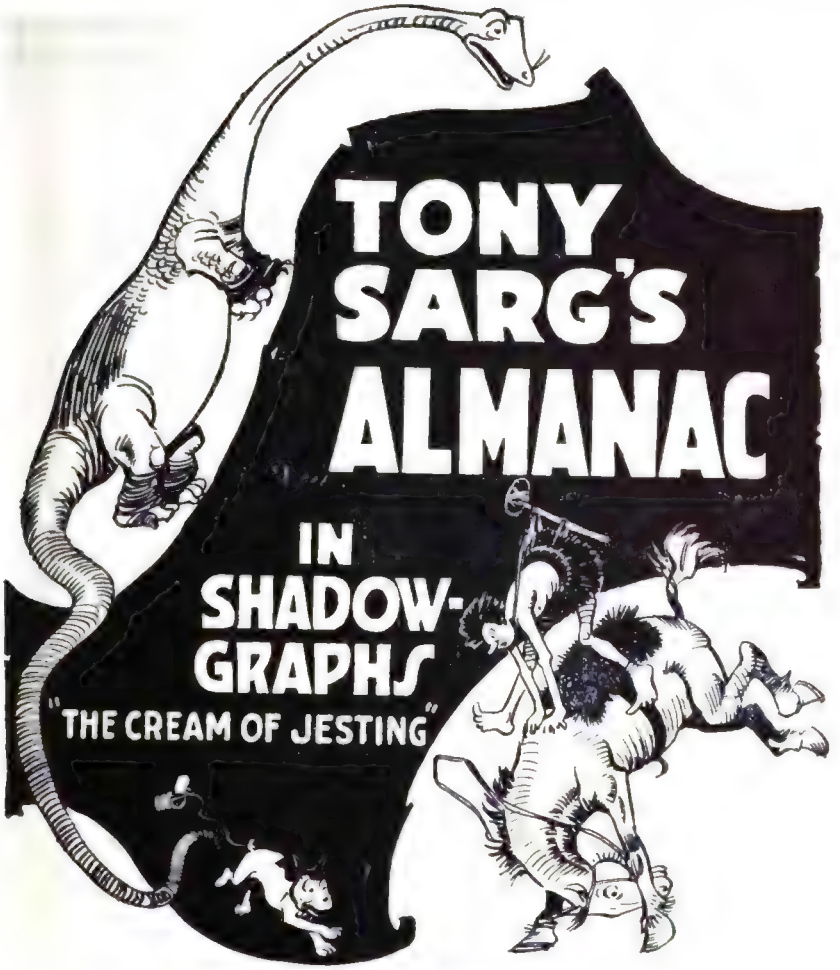

Big Broadway Theatres Play Tony Sarg's Almanac

AMONG the earliest pictures in Tony Sarg Almanac, the single-reel animated picture, which Educational will release will be "The First Flivver" and "The First Degree." In "The First Flivver" Mr. Sarg imagines the pre-historic pleasure vehicle which most nearly resembled the popular "Lizzie" of the twentieth century, while in "The First Degree" he pictures the bestowing of degrees, fraternal, collegiate, etc., as it may have been done in ye olden days.

Mr. Sarg has been known for years as one of the country's leading magazine artists, and has also become famous for his marionettes. The collection, study and making of toys has always been a hobby with him, and it was in the following of this hobby that he got onto the track that led him to the production of one of the most popular series of short motion pictures that have ever been made.

In his study of toys of various nations Mr. Sarg became interested in the old Shadowgraphs of China, which were in vogue centuries ago and which Mr. Sarg considers the first approach to the present day motion picture. The Shadowgraphs consisted of silhouette "cut-outs," operated with strings and maneouvered in a frame set upon a stage.

From these Shadowgraphs Mr. Sarg worked out his method of causing sihouettes to perform the most intricate movements. No strings are used, and the figures are so cleverly jointed that they can be made to move in almost any conceivable manner.

The process is distinctly different from that used in making the ordinary animated cartoon, and with much less time required in the mechanical work, it permits greater attention to and elaboration of the story and other details.

The Almanac is truly Mr. Sarg's own work. Not only does he work out his stories from his own imagination, but he designs the figures, which are then prepared under his supervision and sent to the studio to perform their intricate "stunts."

The immediate popularity of Tony Sarg's Almanac on Broadway has been one of the sensations in the history of short subject motion pictures. Every one of his pictures has had its first run in a big Broadway house, and this fine showing in New York has been reflected throughout the rest of the country by the eagerness with which they have been followed by the patrons of the finest theatres in all the big cities.

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"The Most Talked Of Picture in the World"

FOOLISH WIVES

Opening in September in the Largest Theatres Throughout Canada

Toronto
Strand
Indefinite Run
and
Palace
Alhambra
Oakwood

Winnipeg
Lyceum

Montreal
Strand
United Theatres
Independent
Amusement Co.

Vancouver
Allen

Calgary
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Regina
Capitol

Victoria
Royal Victoria

Booking Now For September

CANADIAN UNIVERSAL FILMS LTD.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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Vol. 14, No. 15
Aug. 12th, 1922.

CANADIAN MOVING PICTURE DIGEST

WE ADMIT IT

FIRST NATIONAL ATTRACTIONS

ARE THE BEST ON THE MARKET

ASSOCIATED FIRST NATIONAL PICTURES INC.

"The Cup of Life," Loew's Theatre

"The Seventh Day," Pantages Theatre

CONSTANCE TALMADGE in *"The Primitive Lover,"* Regent Theatre

Toronto, Week of August 7th

NEED WE SAY MORE!

WATCH FOR "THE SILENT CALL"

FIRST NATIONAL PICTURES INC.

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

TORONTO, CANADA
AUGUST 12th, 1922.

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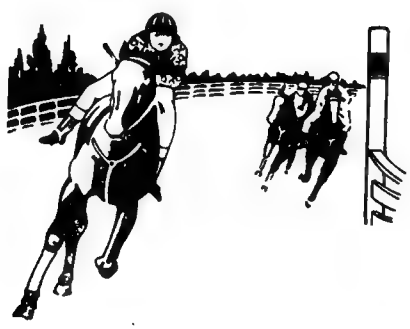
CHAIN LIGHTNING

The Picture of a Thousand Thrills

A BEN WILSON *SPECIAL*



Ann Little *who* Rides to Win

In this super-picture the heroine Peggy Pomeroy, a daughter of the old south, charmingly played by Ann Little, arrives home from college to find that her father has ventured all his worldly possessions on a horse "Chain Lightning"--Peggy rides like hell and wins!!!

Famous Players Film Service

**Toronto
Montreal
St. John
Winnipeg
Vancouver
Calgary**

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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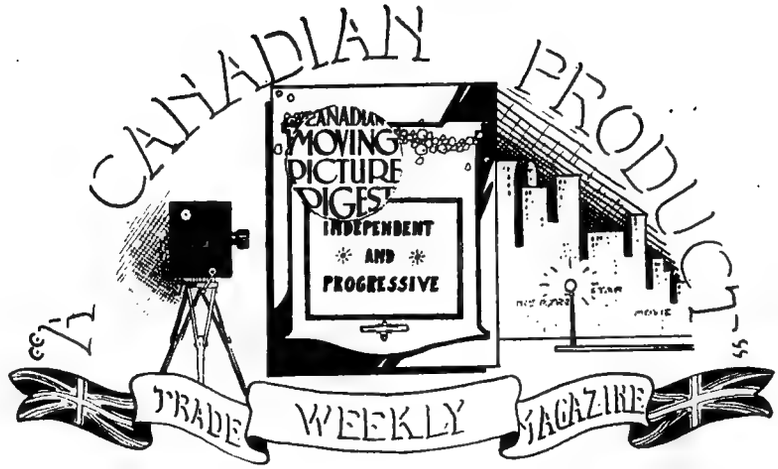

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 15 TORONTO, CANADA AUGUST 12th, 1922

The Creed of the Amen!!

THE creed of the F.B.O. has a "punch" behind every sentence, because every sentence has within it the big and only creed of life which is everlasting. The creed of the F.B.O. can be applied in every branch of the Picture business and in every business. The F.B.O. have put themselves on record when they formulated their creed and published it. Many will say that it is impossible to remain in business, or to do business if they live up to this creed. It starts off with, "We believe in the independent producer—that he is able to produce audience pictures of box-office value. We believe in allowing him to keep his identity and preserve the credit that is justly his with the trade and with the public. F.B.O. is his salesman - working for him." "We believe in the independent exhibitor—that he wants to buy his pictures individually on their merits alone. We do not believe that he should be forced to book big flocks of pictures on the strength of a star's name; seeing only a few and praying for the rest." These two paragraphs contain the "meat" of the creed, with the exception of the last line which states "we believe in living up to our creed in every detail—Amen—and watch us." That "Amen" at the finish is a "thriller." Interpreted it means "So Help Me God." It's a tremendous oath, a gigantic promise. It lifts business from the plane of being only a material consideration to the plane of being a sacred enterprise; and that's what our picture business and business generally needs, a lifting up, a purification process.

The business of to-day is putrid, it not only "smells to Heaven" but the stink of it has infected the planes of Hell. Lying, stealing, cheating, getting money under false pretences, are part of the business routine. They have become so commonplace that those who indulge in their license do so unconsciously, involuntarily from the standpoint that the will to do is there, and as natural as the blinking of an eyelid. Not that deception is a natural action; and as necessary for the protection of the business man as the blinking of the eyelid is necessary for the protection of the eye. The idea that it is impossible to do business "straight" is the very idea which makes business "crooked." So many business men are deluded into believing that they cannot remain in business unless they are as "crooked" as the other fellow. It is not the way to make business "straight" to follow this line of attack. Play "straight" and be willing to lose once with the "crook," the next time you play "straight" tell the "crook" that you know his "damn crooked game"; and tell him that you are playing "straight"; and that if he tries any of his "crooked" business with you he will have to take his business somewhere else. You may lose one or two customers, you're well rid of that kind, but you will build up a business and a character for yourself which no man can wipe out.

The "crooked" game has been tried, many times, for almost a quarter of a century in the present business era. What has it accomplished? Where is its success? Financial depression; Business Slump; Unemployment; Strikes; Failures. Doing your business "straight" cannot give you such a minus result. If the F.B.O. have the courage to stand by their creed, every Moving Picture Organization can stand by that kind of a creed, for the keynote of any "straight creed" is the fact that its application is not personal but universal.

The "straight" creed is in keeping with the spirit of independence, the "independent era" upon which we are launched. Each man doing his level best, each man expressing his individuality, for each man has an individuality which is worth expressing. Organizations recognizing the singleness of effort will organize to give this "single effort" a market. Not to market the "single effort" for the organization's sole benefit. For no organization can live and devitalize its individual units. A perfect organization recognizes the necessity of guarding, preserving, developing those parts of it which make it an organization. Organizations which are out to attach vital enterprise for the purpose of absorption, or annihilation after the "milking" has been accomplished, find themselves like a worm-eaten ship, abandoned even by "rats." Play "straight," play "clean." Formulate a "creed," and live up to its most liberal interpretation.

—*RAY LEWIS*

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CHARLES URBAN presents

"THE FOUR

Recorded by RAYMOND L. DITMARS *for*

Kineto Company of America, Inc.

The Story:

"THE FOUR SEASONS" is exactly what its title implies. It is a feature photoplay in four reels that tells a year's story of nature. To see it, is living a year in an hour.

The story opens in the spring with the first breath of animal and plant life and continues throughout the year, carrying nature's character of spring through the seasons of summer, autumn and winter.

In the early part of the new year, when the trees are budding, when the sun brings the frost out of the ground and the woodchuck wakes from his winter's nap, an amazing thing happens to the majestic buck deer. His spreading antlers grow weaker and weaker at the base, until the day comes when they topple from his head. The fawns are born shortly after, and the buck deer, with the meekness of a rabbit, becomes a family man instead of a warrior.

Summer comes on. The trees are in full bloom, the birds are hunting food for their young, tiny bear cubs frolic through the woods, and the deer starts to sprout a new set of antlers. The first growth of the horns is mushroom-like in appearance, but it increases at the rate of half an inch a day until late in summer the antlers are nearly half their original size.

Autumn is the mournful season out of doors. The birds are in flight for the south and the small furred animals are busy in preparation for the winter. The fields and trees turn brown and golden and the hibernating animals are enlarging their winter tunnels.

The buck's horns have now reached nearly their full size, but they are encased in a soft, moss-like substance. The tadpoles of early spring are full-fledged bull frogs and the caterpillar of the winter before is now a beautiful butterfly, soon to perish in the cold of approaching winter.

The season of winter deals largely with the lives of the animals in the cold and snow. Tiny flakes of snow magnified many times their size show them to be more beautiful in their construction than jewels. This is a chapter of the cycle that shows the hibernating animals deep in their winter sleep. The buck deer's spreading antlers have reached their full spread. The protecting covering has worn away and the buck is once more a warrior. The tiny jack-rabbit, a drab brown in summer and autumn, is now dressed in a coat of fluffy white.

There are hardships pictured for the tiny people of the woods who have not prepared their winter homes. Squirrels are scurrying for a new food supply to replace the stores stolen by larger animals, while the birds that have not flown south are dismayed at the covering of white that baffles them in their search for grubs and seed. Storms rage and huge drifts of snow cover the sleeping places of the bear, the woodchuck and the mountain rattler.

With the world thus buried under drifts of snow and ice, the cycle of the four seasons is brought to a close. Stark trees are lashed by winter gales, the streams are frozen and all the world is quiet, waiting for the first breaths of early spring to renew the cycle of life and its progress through the next four seasons.

"THE FOUR SEASON'S" *is the Finest Novelty Feature in the history of Motion Pictures.*

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SEASONS"

Distributed in Canada by

VITAGRAPH

Comment in United States

Philadelphia "Evening Ledger" said:
An innovation, so very praiseworthy and likely to be so far reaching in effect as "The Four Seasons," which was shown last week at the Stanley Theatre, is worthy of more than passing mention in review. There is an appeal in this novel film that passes far beyond the regular fans and fannettes . . . It is to be devoutly hoped that the makers of "The Four Seasons' will come again—and soon . . .

Columbus, O., "Citizen" said:
Urban's "The Four Seasons" is one of the best excuses for the movies that has been here for some time . . . At the Southern all week.

Pittsburgh "Press" said:
Those persons unfortunate enough to miss "The Four Seasons" shown at the State Theatre last week had better hunt up where it is being shown this week and see it . . . It is instructive and of the greatest entertainment.

The Los Angeles "Times" said:
Wonders new and unrevealed, wonders of sky, water and earth, wonders of a life that hold you enthralled . . . serve to captivate you in the unusual feature . . . "The Four Seasons" at Grauman's Theatre this week.

The Cincinnati "Times" said:
. . . "The Four Seasons" at the Strand Theatre all week is the finest thing of the kind this reviewer has ever seen . . .

Dr. Hugo Riesenfeld of Rialto Theatre, N. Y., said:
" . . . As a nature feature it is unique. It is beautiful and above all intensely interesting! . . . The audience really loved it . . . "

"Exceptional Photoplays" said:
. . . "The Four Seasons" is a distinct invention . . . It opens up a whole new field of possibilities . . . For it is a real photoplay, more thrilling than most of the "thrillers."

Ernest L. Crandall, Director of Lectures and Visual Education of the Board of Education, New York City, said:
"Who would have believed, a few years since, that a picture which is crammed full of scientific interest and scientific information could be featured!"

The "Billboard," said:
"It places the motion picture far above the artist's brush."

Comment in London

The "London Daily Graphic" said:
"Advocates of the educational film should insist on seeing 'The Four Seasons' shown privately yesterday at the New Oxford Theatre.

"They showed 'The Four Seasons' which illustrates a yearly cycle of Nature in motion pictures. Charles Urban, in England, many years ago, was one of the pioneers in Kinematography on this side. He is now back in America and with the Curator of the New York Zoological Society he has made this picture—Rus in Urban—which has given Nature a plot and shows you in one hour a living and beautiful story of the life of a year.

"At Lord Beaverbrook's suggestion, the film was shown Mr. Lloyd George one night after dinner and he expressed himself as enthusiastically as I do. 'The Four Seasons' is one of the most beautiful moving photographs I have ever seen."

Lord Northcliffe's papers, particularly the "Daily Mail" and the "London Times" equal the enthusiasm of the critic of the "Daily Graphic." The "Daily Mail" man began his review by saying:
"'The Four Seasons,' a nature film, is perhaps the most fascinating and original of its kind ever produced . . ." He then goes on to analyze the production and conveys his astonishment at the wonderful result saying:
"How it is all done I don't know, but Mr. Charles Urban and Dr. Raymond L. Ditmars, Curator of the New York Zoological Society, who have supervised the production, are to be congratulated . . . "

The "Morning Post" in a lengthy review of "The Four Seasons" said:
"Here we have the cinematograph in one of its most useful and, at the same time, beauty-reflecting spheres. There is nothing pretentious in this film, nothing highly technical which might destroy its entertainment value. It is the simple result of patience and its record is a fascinating study of gentle nature in its growth, its persistence, its optimism and its transcendent beauty."

The critic of the "London Daily News" makes a point that:
"Here is at any rate a film to which children can be taken with advantage to their minds."

Every Canadian Theatre should give its Patrons that rare treat---"THE FOUR SEASONS"

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PRESIDENT HAMMONS, EDUCATIONAL, PREDICTS UNUSUAL YEAR SUCCESSES

Advertising and Publicity Letter No. 4062
July 25, 1922.

GENTLEMEN OF THE PRESS:—

We have nothing this week that will stand the acid test of "news" so we just send you a greeting and hope there is a convenient swimming hole near your office. In these days it is one of the cheering things of life.

E. W. Hammons, our president, is either one of the greatest forecasters, or the best guesser in the industry, as he is generally right, and he predicts a fine year ahead, but with reservations.

He says: "1922-1923 will be a year long to be remembered in the film industry. It will be a year of unusual successes and unusual failures." He says that exhibitors must sell their whole show and devote more newspaper advertising space to the effort so as to include a discussion of the news-reel, the scenic drama, the comedy and specialties in short length, as well as the feature.

Hammons sums it up thus, "The public is spending thoughtfully. Features are but half the show. People come to a theatre for a *whole* evening's entertainment. If you don't advertise your *whole* show the public will never know all the fine things you have to offer."

Many thanks for past favors,

Sincerely yours,

(Signed) *J. W. O'MAHONEY,*
Director, Advertising and Publicity.

EXPLOITATION IDEAS TO BOOST RACE FEATURE "CHAIN LIGHTNING"

LET the kids work for you. For a few passes you can secure the services of a bunch of youngsters on Saturday, when there is no school, who should be supplied with peaked jockey caps and that inexpensive toy which consists of a long stick, to the end of which is secured a small horse's head. At very small cost you can have made placards reading, "Chain Lightning" is at the ..... Theatre. These placards should be attached to the youngster's backs.

THERE is no limit to the number of window displays it is possible for you to secure, as the title lends itself ideally to this type of exploitation. Automobile dealers, sellers of electrical supplies, and household appliances—washing machines and the like—will, in all probabilities, gladly give their co-operation. Use the other fellow's window—it is a cheap and effective display.

IF you go in for elaborate exploitation carry out the race-track idea all through your house. If you have girl ushers hire the necessary costumes and dress them as jockeys, drape your house with racing colors and thus derive from the picture all that it has to offer in the way of money-making possibilities.

There's a fascination about the race track and its surroundings that's going to make money for you by attracting capacity business to your theatre. Play up the race track atmosphere of "Chain Lightning" for all it's worth; you'll find it's worth plenty.

CATCH LINES

A Tale of Hearts and Horses.

Nothing Can Stop "Chain Lightning."

"Chain Lightning" Leads the Field.

The Racing Drama of a Thousand Thrills.

"Chain Lightning" — As Fast as "Man o' War."

The Story of a Game Girl and a Wonderful Horse.

"Chain Lightning" Is Bound to Strike You Right.

A Race-Track Story That Travels at Runaway Speed.

"Chain Lightning" Sets a Fast Pace from Start to Finish.

Everything You Expect in a Southland Drama Is In It——And Then Some!

HAS YOUR SUBSCRIPTION TO THE DIGEST BEEN RENEWED? — — $2.00 A YEAR.

Agnes Ayres Begins Work On "A Daughter of Luxury"

August 14th has been set as the starting date of Agnes Ayres' new Paramount star picture, "A Daughter of Luxury," by Beulah Marie Dix, who wrote "Borderland," Miss Ayres' recently completed vehicle. Paul Powell, who directed that picture, will also handle the megaphone for the new one. Lovely gowns, beautiful sets and a drama which concerns a girl who is pampered in the lap of luxury and later discovers money is not the only thing that counts, are the outstanding features of this notable picture.

DIRECTOR OF "CHAIN LIGHTNING" HAS LONG LIST OF SUCCESSES

Ben Wilson, the producer-director of "Chain Lightning," is one of the big figures in the motion picture world to-day—a man with a long record of consistent successes behind him.

Mr. Wilson began his career back in the old Edison days, when the cinema was young. He played leads for many companies and then he went from before the camera to behind the megaphone. He directed many engrossing serials, among them "The Brass Bullet," "The Trail of the Octopus," and "The Branded Four."

Lately for Arrow he has created such box-office triumphs as "Nan of the North" and "The Blue Fox," two exceptional serials, and "Chain Lightning," "A Motion To Adjourn" and "The Innocent Cheat," a shortly-to-be-released super-feature.

New Regent Theatre Opened in Winnipeg

The new Regent Theatre, Main Street, Winnipeg, owned by Messrs. Weiner and Triller, and which is the prettiest 900 seat house in Winnipeg, was opened August 11 and the house was greatly admired. The sum of $12,000 has been spent on it; it was the old Rex.

Relatives of Claire Adams Hear She Is To Marry

Claire Adams, who was born in Winnipeg and who was recently joined by her mother, Mrs. Lillian Adams, of Winnipeg, at Hollywood, and her young sister, will shortly wed a prominent man in California, word to that effect having been received by relatives in Winnipeg.

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'FAST MAIL' AND 'A FOOL THERE WAS' CROWDS STRAND DESPITE HEAT

FOR the first time in the history of the Strand Theatre, New York, full length Fox productions will be shown there, following the remarkable success that has attended the showing of "The Fast Mail" and "A Fool There Was" at that house, despite some of the hottest weeks of the summer. Heretofore the Strand program has contained Fox features of the shorter lengths, including Fox News, all comedies and many educational subjects. Further stipulations of the new deal with the Strand provides for the showing of a number of the Fox special productions at the Brooklyn Strand, following in each instance the engagement at the Manhattan house.

"The Fast Mail," the first of the series presented, is an adaptation from the famous stage melodrama of that name which has entertained thousands of theatregoers for many years. Lincoln J. Carter, celebrated as the "father of American melodrama" is the author of the story. "The Fast Mail" is a melodrama of the supreme type, and the fact that it was booked by Broadway's leading theatre, and completely sustained that theatre's judgment in terms of crowded houses throughout New York's oppressive heat wave, indicates clearly the clean, wholesome diversion which characterizes it.

Trade press reviewers and critics of the leading dailies were unanimous in their appreciation of the film, and declared it to be "melodrama of merit which will find approval within the most discriminating circles of picture-enthusiasts."

Every necessary resource within reach of the Fox organization was utilized in the screening, and as a result "The Fast Mail" is even bigger than the original production, the camera having visualized what was only suggested in the play. Bernard Durning is the director.

"A Fool There Was," which followed "The Fast Mail" at the Strand, is another of the formidable array of Fox specials for the coming season. This supreme epic of man's temptation has been powerfully and vividly reproduced on the screen through the flawless direction of Emmett J. Flynn, who has to his credit the direction of "Monte Cristo" and "A Connecticut Yankee in King Arthur's Court," the picture which was placed by the consensus of picture critics' opinions as among the best three productions of 1921.

Estelle Taylor as the Vampire, and Lewis Stone as the Fool, are the principals in the cast which numbers many of the most prominent players of the silver sheet.

PROMINENT INDEPENDENT DISTRIBUTING COMPANY PREPARE SALES DRIVE FOR SEPTEMBER

W. E. SHALLENBERGER, President of Arrow Film Corporation, has announced that the month of September, which will be known as "Arrow Month," is to mark the beginning of an enormous sales drive with which Arrow Film Corporation will usher in the new season.

"No time could be more propitious for such a drive," said Dr. Shallenberger in a recent interview. "The industry at large and particularly the independents have undergone a severe baptism of fire which has weeded out the unfits and left those who were worthy in a strengthened position. Now the day has come when the independent producer and distributor has something to crow about and believe me when I tell you that we are going to crow just a wee bit louder than the next man for at no time in the history of my organization have we been in such a position as at present. The pictures to be released beneath the Arrow banner during the coming year are splendid ones,—each and every one a box office sensation. I have been enabled to acquire a line-up of productions which places Arrow definitely in the foreground. We will contribute more than our share to the quota of big pictures which the independent exchange man and exhibitor is demanding."

"My trip to the Coast was a particularly fortunate one, for it enabled me to lay plans for a powerful array of product, an announcement concerning which I will make in the very near future. But at the moment the pictures already announced for Arrow release during the coming season may be considered as a definite indication of what is to be expected from my company.

"'Arrow Month' will be marked by an extensive advertising campaign in the national and regional trade papers; a direct mail campaign will be inaugurated, also various novel ideas will be carried out to drive home to everyone who is in any way interested the fact that Arrow Film Corporation, the leading independent distributor of independent films, is out to shatter all sales records and roll up a tremendous volume of new business. And surely there is no time like the present for putting across such a project."

Every independent exchange is strongly urged to co-operate with Arrow to the limit of their powers in assisting in the above-mentioned sales drive. It is because the independent exchanges have rendered such strong support in the past that Arrow is in a position today to supply them, in turn, with such a wonderful quality of product. Therefore, it is a foregone conclusion that the continued support of the exchanges will even more greatly strengthen Arrow and permit them to accomplish still bigger things in the future.

Mgr. V. Joclyn Leases Rialto Tea and Moving Pictures

The Rialto theatre on Portage avenue, Winnipeg, once owned by W. P. Nichol, of Vancouver, has been leased by V. Joclyn, a dance hall owner, and it will be run as a tea-room and moving picture house with a jazz orchestra of ten pieces each afternoon.

Mgr. W. P. Wilson Does Consistent Good Business With English Pictures

The Garrick Theatre, Winnipeg, under manager W. P. Wilson, does the most consistent business of any of the down-town houses and screens practically all the pictures made by English producers that are shown in Winnipeg which accounts for Mr. Wilson's success as he has built up a large English family trade.

Allen Theatre, Winnipeg, Have Strongest Program Week of August 7th

The Allen Theatre, Winnipeg, had a very strong programme the week of August 7, "One Clear Call" being the feature, and "Cold Feet" the comedy, a travesty on "Cameron of the Royal Mounted," and it was the best given this summer at this house.

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SUCCESS OF "NERO" AT LYRIC LEADS FOX TO LEASE TWO THEATRES

CONTRACTS have been signed whereby William Fox leased from the Shuberts for the coming season two of their most important theatres in New York for the presentation of feature motion pictures. The first lease signed was for the Lyric Theatre, on which Mr. Fox had a summer lease which would terminate in a few days.

Owing to the success of "Nero," the screen spectacle now playing at the Lyric, Mr. Fox obtained a new lease which will carry him through the coming winter season. He will extend the run of "Nero" until Sunday, September 3, and on Monday, September 4, Labor Day, he will present at the Lyric for the first time on any screen a new photoplay entitled "A Little Child Shall Lead Them." It was written by an anonymous screen writer, who is announced simply as "Mr. X.," just to whoop up the excitement. This photoplay was directed by J. Searle Dawley.

The second playhouse leased by Mr. Fox is the Forty-fourth Street Theatre. The Fox company will take possession of that house on Monday, August 14, and will present for the first time in New York a screen presentation of Alexander Dumas' famous romance "Monte Carlo" for an indefinite engagement.

Following the engagement of these two features Mr. Fox plans to present at these theatres during the season the following photoplays: "If Winter Comes," picturized by Harry Millarde from A. S. M. Hutchinson's story of the same name; "The Town That Forgot God," written by the anonymous "Mr. X" and directed by Harry Millarde, and a screen production of Wright Lorimer's play "The Shepherd King," staged by J. Gordon Edwards in Egypt and Palestine.

"Silver Wings," with Mary Carr, which Mr. Fox is now presenting at the Apollo Theatre, will continue at that house until Sunday, August 20, when the Fox lease on the theatre will expire.

FANS LITERALLY STORM LEADING AND SMALL THEATRES IN OTTAWA

THE people of Ottawa, Ontario, gave remarkable evidence of "show hunger" during the week of August 7 when thousands of photoplay fans literally stormed several of the leading local theatres. The houses were filled to capacity for a number of the matinee performances during the week and a queue was in evidence in front of two or three theatres for evening shows. Loew's Ottawa Theatre enjoyed the heaviest summer business in a long, long time while the Imperial, Regent and Centre Theatres played to capacity houses almost every night. The line-up of patrons in front of Loew's Theatre was well-nigh sensational considering the general situation that has prevailed for weeks. It was a real comeback to genuine business and a return to the good old days when crowds generally waited outside of every house.

Cool weather aided the situation but the exhibitors were of the opinion that better days were now at hand to stay. After the experiences of the week, the local theatre men now look forward with confidence to business activities for the fall and winter months.

The film attraction at Loew's Theatre was "For the Soul of Rafael," starring Clara Kimball Young. The Imperial presented "The Bonnie Brier Bush" and Manager Harry Brouse used the pipers' band of the 38th Ottawa Regiment and a Scottish dancer, Miss Jessie Howden, to good effect. The Kilties' band paraded the streets behind a motor car which carried banners announcing the picture. The band concluded its parades by marching straight into the theatre and onto the stage for a musical prologue for the feature. This stunt aroused marked enthusiasm. On the Monday night, the people stood four deep at the rear of the orchestra seats and lined down the outside aisles, the house being absolutely packed.

At Allen's Regent Theatre, "Channing of the North-West," starring Eugene O'Brien, brought out big crowds, the theatre staff being extremely busy handling the capacity audiences. Rex Beach's "The Iron Trail" also crowded the Centre Theatre. The smaller houses, Francais, Princess, Fern and Rex, also had crowds that caused the proprietors to rub their eyes with wonder. The big business at all theatres proved to be a rare treat for the exhibitors.

Moving Picture World, Jan. 21, 1922.

"DETERMINATION"

Big Lee-Bradford Production Has Enough Thrills for Two Pictures.

REVIEWED BY CLARENCE L. LINZ

"Determination" contains enough thrills to supply several photoplays, but in its present eleven-reel length it is too long. However, the feature is being cut down to eight reels, its presentation in Washington, D. C., being merely a preview showing for the purpose of ascertaining for Lee-Bradford the exact extent of its public appeal. This writer is confident that when the proposed eliminations are made to shorten the picture that it will not only be a stronger attraction, but incidentally will find a welcome public awaiting its general exhibition in this country.

This is the picture that Washingtonians financed under Capt. Stoll, who also wrote the story, but who deserted the task before it was completed. However, further capital was enlisted and the production, which was more than a year in the making, was finally completed. The task of cutting it was apparently a gigantic one, but this work was so skilfully handled that the production bids fair to be one of the most talked-of State rights pictures in the market.

"Determination" played in Washington for two weeks to splendid business. This business was done during the two worst show weeks of the year. Christmas and New Years. The story is essentially a character study, intended to depict the activities of a man who has devoted his life and fortune to the uplift of humanity. In this connection are shown hopeless drug addicts, Fagans, "fences," "stools," pickpockets, confidence men and women who make up the residents of Whitechapel, the vice-ridden section of London. Glimpses also are given of Parisian underworld life.

Lyceum Theatre, Winnipeg, Lining Up Strong

The Lyceum Theatre, Winnipeg, has bought "Foolish Wives," "Human Hearts" and "The Storm" for showing this autumn. It is also believed that five Metro specials have been bought including "The Prisoners of Zenda" and "Broadway Rose." These will be added to "Orphans of the Storm," "Theodora," the new Fairbanks, Pickford and Chaplin superspecials to be shown at this house.

For Early Showing the Lyceum Books Some Winners

The Lyceum, Winnipeg, has booked for early showings: Arliss in "The Ruling Passion"; Rex Beach's "Fair Lady"; Lon Chaney in "The Trap"; "My Wild Irish Rose" and "Too Much Business."

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SPECIAL PRESENTATION OF "THE MAN FROM GLENGARRY" CROWDS IMPERIAL

The Imperial Theatre, Ottawa, Ontario, was crowded to the doors on Tuesday evening, August 8, for a special presentation of the new locally-made feature, "The Man From Glengarry," which has just been completed by Ottawa Film Productions, Limited, of which Ernest Shipman is the guiding light. A working print of the feature was screened and the large gathering was much pleased. Those present were particularly delighted over the manner in which local scenes were used throughout the picture. Many of those present had taken part in the making of the feature. The author of the story from which the film was made is Ralph Connor, who is Rev. Dr. Gordon in Winnipeg.

The big crowd filed into the Imperial after a capacity audience that had witnessed the final regular presentation of the evening of "The Bonnie Brier Bush" had been dismissed.

LOUISE LORRAINE TO SUPPORT FRANK MAYO

Louise Lorraine, popular as a screen comedienne in many Century Comedies, and as leading lady in several Universal serials, will do her first work in Universal feature pictures this week when she starts as leading woman for Frank Mayo in "The Altar Stairs," Universal's screen adaptation of G. B. Lancaster's novel of the South Seas.

Stuart Paton, who has many Universal successes to his credit, including "Reputation" and "Conflict," two Priscilla Dean Jewels, and "Man to Man," Harry Carey's last Universal special, will direct "The Altar Stairs." The picture is expected to be Mayo's finest picture.

Fred W. Crosbie and Associates To Have Chain of Theatres

Fred W. Crosbie, manager of Stevenson's Attractions in Western Canada for the past year and lately connected with the Famous Players exchange, (The Allens) has leased the Gaiety Theatre on Portage avenue, Winnipeg, and will open it on Labor Day after extensive improvements, now in progress, are completed. Mr. Crosbie and associates, one of whom is a wealthy capitalist of Winnipeg, have also Mac's theatre on Ellice avenue; a theatre in Selkirk, Man., and will soon secure a theatre in Port Arthur and Joe Derry's in Kenora.

Allen Theatre, Winnipeg, Has Booked a Strong List of Feature Pictures

The Allen theatre in Winnipeg has booked the following pictures: Sennett's "The Cross Roads of New York"; Neilan's "Fools First"; Kyne's story "Nan of the Sawdust Pile," known as "Kindred of the Dust"; Guy Bates Post in "The Masquerader," and Jackie Coogan in "Trouble."

Harry Brouse Buys the Alexandra Hotel, Ottawa

Harry Brouse, owner of the Imperial and Family Theatres, Ottawa, and prominent as a franchise-holder in Associated First National, has purchased the Alexandra Hotel, one of the largest hotels in the Canadian Capital. The Alexandra, which has about 125 rooms, is situated just across the street from the Imperial Theatre and Mr. Brouse has intimated that any film salesman who visits Ottawa and does not stop at his hotel will stand very small chance of booking any pictures into the Imperial.

"THE NEW SENSATION OF THE SCREEN"

The Perfect Picture Company of Los Angeles, Cal., announce that they have finished their all star feature production with such well-known players as Barbara Bedford, of "The Last of the Mohicans" fame, Elliot Sparling and Noah Beery, to be shown in conjunction with their method of stereoscopic exhibition which they have perfected and are now ready to show in a commercial way to picture-patrons.

The new idea of stereoscopic exhibition is said to have been shown to several leading film producers, who expressed themselves in such a manner as to lead the Perfect Picture Company to announce "the new sensation of the screen." The trustees of the Perfect Picture Company are Elliot W. Sparling, Daniel A. Gamble and Carl A. Rudquist. "Neither screen nor stage but Life's window" is the quotation with which this company has identified itself.

Three Big Universals For Lyceum, Winnipeg

Mr. Nichols of Winnipeg will play "Foolish Wives" "The Storm" and "Human Hearts" at the Lyceum, Winnipeg, having personally booked these pictures while on a visit to Universal's New York office.

Ann Little Rides "Chain Lightning" To Win

Chain Lightning, the wonder horse of the year, was ridden to victory in the Midvale Handicap to-day by Peggy Pomeroy, who by her sensational and unexpected entry into the race at the last moment, succeeded in rehabilitating the family fortunes.

Learning that Red Rollins, the jockey who was scheduled to ride Chain Lightning, had arranged to throw the race, she took his place at the last moment and brought the horse in under the wire by the closest margin, but nevertheless close enough to assure her father of saving all he had risked on the Midvale Classic.

This sensational race, which is said to be one of the most exciting seen, forms but a brief part of the entertaining feature "Chain Lightning," released through the Famous-Players Film Service.

Maurice Tourneur Returns From Visit To England

Maurice Tourneur, the noted producer who has just returned from a trip to England, made an extended tour of the Devon moors during his stay there

Tourneur's elaborate screen version of "Lorna Doone" is now being edited at the Ince studios for fall release. The filming of the story of the captive maid of Exmoor aroused such deep interest that the producer determined to visit the historical country, where the scenes are laid, at the earliest possible moment.

After his visit Tourneur pronounces himself satisfied that the hills and valleys of Devonshire have been reproduced with remarkable fidelity in the picture of "Lorna Doone."

Mgr. Jack Ward Cleans Up With Soldiers' Picture

The Province theatre, Winnipeg, ran "Fit to Win," the old United States Soldiers' film gotten out during the war, to segregated audiences for two weeks beginning July 17 and cleaned up on it. Jack Ward is the manager of the house.

Jack Holt Visits Winnipeg With Wife and Daughter

Jack Holt, the Paramount star, and Mrs. Holt and their 10 year old daughter, were in Winnipeg August 1, on their way from Banff to Montreal and New York. He was met there by W. S. Jones, Vice-President of the Manitoba Motion Picture Association; Carl Weeks, manager of the Famous Lasky exchange; J. A. Wilson, of the Fox exchange, and R. C. Wilson of the United Artists. While there he maintained a reserved attitude and would not appear at any of the Winnipeg houses.

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H. ROTTENBERG, PICKFORD THEATRE, SHATTERS RECORDS WITH "SMILIN' THROUGH"

Toronto, Aug. 14th, 1922.
Associated First National Pictures,
91 Queen Street East,
Toronto, Ont.
ATTENTION—Mr. V. J. McCabe
DEAR SIR:—

Permit me to congratulate your organization for the distribution of such a wonderful subject, "Smilin' Through," with Norma Talmadge, from a financial as well as an artistic standpoint, I might state, that on my opening day I shattered to pieces all former boxoffice records, which continued for the entire engagement, and this in real hot weather. I can thank you sincerely for the assistance given me in putting this over by your exploitation department and can truthfully assure you that you will find your exhibitors mighty appreciative of this unit of your exchange.

Believe me to be,

Yours very truly,

(Sgd.) *H. ROTTENBERG*
Mary Pickford Theatre,
TORONTO, ONT.

S. MORGAN-POWELL REVIEWS "HAIL THE WOMAN" AS GREAT PICTURE

"THERE is too widespread a habit of judging a motion picture in advance by its title. A title may mean everything, or it may mean nothing. Obviously it can have no influence upon the actual artistic value of the picture, and the practice of selecting what film to see according to the title is therefore one to be avoided sedulously.

At the Imperial this week there is to be seen a picture which, in sustained interest, in logical development, in emotional, in acting qualities, and in photographic standard, is one of the best ever seen on the silver screen. It is entitled: "Hail the Woman!" and the title might mean a thousand things. The picture emphatically does mean something very fine. It is a page torn from real life in a small New England town. It tells the story of womanhood held in bondage, crushed, distrusted, hounded, yielding under overwhelming pressure of circumstance, withstanding man's crudeness and harsh judgment, upheld by the power of love and the knowledge of womanhood's innate moral strength and right to justice.

For the interpretation of this story there was assembled a cast of skilled artists — not "movie stars," as the public knows them, but men and women who know and take pride in the art of acting, and who are allowed to exercise their own intelligence instead of being merely the puppets of inexperience invested with a little temporary authority. Florence Vidor portrays a young woman, Judith Beresford, who defies her bigoted father's doctrine that women are destined only to be household drudges and to breed children. She lends the portrait dignity and conviction, and at all time instils into it true womanliness. Youthful Madge Bellamy, in the role of a girl-wife who is crushed under the heavy hand of untoward fate, plays with astonishing emotional strength, exercising a wise restraint and making an irresistable appeal by the sincerity and the beauty of her work.

Theodore Roberts literally lives the part of the narrow-minded, hard parent, bent on sending his son to be a missionary, holding his womenfolk as a secondary consideration, and all too ready to doubt his own daughter. This actor's acknowledged standing in the artistic world lends interest to anything he may do, but he has seldom if ever excelled in power, in artistic magnitude, and in sheer dramatic significance, his acting in this part. Tully Marshall, in a slighter but intensely vivid role, gives ample evidence that he has lost none of the skill that made his work in "The City" so memorable on the stage.

This is essentially a picture that holds one, a picture that can be seen twice. It is logical; it is compelling; it is plausible; it is rich in that appeal to the better instincts of humanity without which picture or play is seldom worth while. The censors must have been asleep when it was passed, for they did not even take the trouble to change a title. For once a picture may be seen in Montreal without having undergone any "improvement" process at the hands of those least qualified for the job. —*S.M.P.*

FOR SALE

Moving Picture Road Outfit, complete. Dispose of at a bargain to wind up estate. H. G. Brown, 1704 Royal Bank, Bldg., Toronto

Famous-Players Getting Ready For Week of September 10th

Famous-Players are getting ready for their local banner week to be held in Montreal during the week of September 10 when a big drive will be forthcoming that will make moving picture history there.

Director P. Thomas, Capitol Theatre, Montreal, Now Director of St. Denis

P. Thomas, director of the Capitol chain of theatres, has just been appointed a director of the St. Denis theatre in the east end of Montreal and will take up the position when he returns from his vacation at Malbaie. Mr. Thomas states that he will continue to give shows, concerts, and other performances at the St. Denis as has been done in the past and in addition will put on Sundays special entertainments. He will continue to direct the Capitol theatre, Montreal. Another phase in the million dollar East End theatre of Montreal, which has passed through a number of vicissitudes since it was built about eight years ago, develops. It was originally intended to be a moving picture theatre and was considered at the time one of the finest in the East of America. It was however too big for the class of patron to whom it was intended to cater and it passed rapidly from one control to another. Its splendid acoustic and seating properties marked out the St. Denis as a natural centre for the big concerts, the Pavlowa attractions and so forth that from time to time come to Montreal but against that was to be put the inconvenience of the situation in the poorer part of the city where prices had to be reasonable and where bond interest charges and so on could not in consequence be met. It accordingly was frequently dark and its overhead was a charge that brought gray hairs to its numerous managers.

John Prescott Recovering From Serious Illness

John Prescott, former manager of the Capitol theatre, Winnipeg, is slowly recovering from a critical illness, in Flint, Mich.

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VITAGRAPH DISTRIBUTES KINETO URBAN "THE FOUR SEASONS"

VITAGRAPH will distribute in Canada the wonderful Kineto nature-classic, "The Four Seasons."

As was said of it in the United States, it is like living a year in an hour.

Charles Urban considers it one of the finest things that has ever been put forth by him in his more than 25 years' experience.

"The Four Seasons" was produced by Raymond L. Ditmars, curator of the New York Zoological Society, and has been winning the plaudits of thousands all over the world.

London newspapers have been wild about it and in the cuttings from the newspapers over there one sees how it has won, not only the approval of the exhibitors and audiences general, but how Premier Lloyd George, Herbert Asquith and scores of other notables consider it the finest screen achievement within their memory.

It is being prepared for immediate release in Canada. At the Vitagraph offices prints are now being received for screening, as well as the various advertising accessories.

The film critics in the big cities of the United States as well as the critics of the trade praise "The Four Seasons" unreservedly.

Laurence Reid said in the *Motion Picture News*:

"A fanfare of trumpets is not needed to invite spectators to see the nature spectacle which Charles Urban has conceived and executed with the assistance of Raymond L. Ditmars, curator of the New York Zoological Society. The patron fortunate enough to witness the sequences of the four seasons which have continued ceaselessly through infinite time and which will continue through eternity will leave the theatre utterly transported. He will pass the good word along advising his family and neighbors that a work extraordinary in conception and execution is his for the price of admission. It is a work he is not likely to forget.

"This remarkable subject is entitled 'The Four Seasons' and is as dramatic as the most tense photoplay. It offers instruction and varied entertainment of the highest order. Surely Messrs. Urban and Ditmars deserve encomiums for their painstaking achievement in acquainting us with the divine handiwork of Nature. Spring is ushered in with a variety of expression. Nature's background is ever changing. A new year has sounded. Dread winter has departed, and the plants and animals undergo a tremendous chemical transformation. Indeed it is the formative period. The spectator becomes acquainted with crawling things; the flowers bloom, the trees bud with future foliage, the burrowing animals come out of their winter homes sniffing and snuffing and eager for life, and the strange scheme of Nature which compels a constant procreation.

"And these birds, insects, reptiles and beasts provide the cast. The woodlands, the tinted sky (also in an ever-changing mood of expression), the marshes, the brooks, the hills and vales—these form the settings. Embellishing these are storm effects and rainbows which might be a symbol of dramatic climaxes. We become little children witnessing this divine pattern. We wonder and marvel over our own strange destiny. We marvel over the scheme which presents us with insect poachers who are seemingly created to be destroyed by sterner insects or animals. The desire to kill; the will to live; the powerful instinct for self-preservation — these are brought forth with overwhelming impressions.

"Each season has a reel devoted to it. Spring ripens into summer. The animals are in their happiest moods. Then autumn arrives bringing with it forebodings of the death of the year. The brown world is covered with a rustling carpet. And the animals make haste to prepare their homes for the long rest or sleep. And none works harder than the beaver. The caterpillar weaves a silk nest around the leaf and will emerge in the spring —a moth. The woodchuck digs his hole, the buck-deer's antlers has grown to full length. And winter has come. The plant world is dead. Nature is sleeping. 'The Four Seasons' is a wonder picture filled with undeniable charm. It is beautifully photographed and tinted. A credit to the screen because it brings science and instruction."

Chas. Branham Confers With Famous-Lasky Representatives

Charles Branham, publicity director of the Famous-Lasky, after three weeks' stay in Winnipeg during which time he met in conferences John Hazza, of Calgary, district manager for Alberta, and Harry Dann, manager of the Capitol in Regina, and Oral Cloakey, manager of the Winnipeg Capitol. While there he discussed the season's programme, and left on August 1 for Toronto.

Herman Kobold, Owner of The Dominion Theatre, Becomes Theatre's Manager

Herman Kobold, owner of the Dominion theatre, Portage Avenue East, Winnipeg, has opened the theatre himself after an expenditure of $10,000 had been made on it. Walter Dolman, Winnipeg's premier organist, is musical director.

Raymond Kershaw, President Manitoba Exhibitors Assn., Returns From England

Raymond Kershaw, president of the Manitoba Motion Picture Exhibitors, and owner of the Osborne theatre, in Winnipeg, has returned from a three months' vacation in England and New York.

Louise Lovely May Make Picture In Winnipeg

Louise Lovely, who may make a picture in Winnipeg, with Jack Mulhall as leading man, the name being "The Seventh Woman," has gone to Chicago to accept an engagement on the Keith circuit, during the next few weeks, returning in October to Winnipeg.

Allen Theatre, Winnipeg, Stewart Miller Management, Has Symphony

The Allen Theatre, Winnipeg, under Stewart Miller's engagement, has been giving each Monday night a symphony concert with an orchestra of 35 pieces the musicians being union men who are out of employment. Charles Manning conducts and the house is crowded to capacity on each occasion.

R. C. Wilson Appointed Manager United Artists For Western Canada

R. C. Wilson, for the past 12 years engaged in Winnipeg film exchanges and theatres, has been appointed manager for Western Canada for United Artists, the new officer being installed by William Cranston of Toronto on August 1. H. Masters, former manager, has gone to New York.

Mgr. Oral Cloakey To Open Orpheum, Purchased by Famous-Lasky

Oral Cloakey, manager of the Capitol, Winnipeg, will open the Orpheum theatre in Fort William, recently purchased by Famous Lasky, on August 18 with a new musical act.

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BOX OFFICE PREPAREDNESS

William Fox presents this superb super-series of **proven** Box-Office winners that have crowded the special New York City Theatres in which they have **been shown.**

The FAST MAIL

Released August 20th

The livest, speediest, highest-class super-melodrama ever made—a wonderful proven money-making first-run attraction. It thrilled and packed the great Strand Theatre of New York.

"The best out and out thriller seen in a long time."—*N. Y. Sun.*

"Silver Wings"

Released August 27th

One of the most successful Box-Office attractions ever developed—a superb picture of motherhood and charm—now playing to crowds in the Apollo Theatre, Broadway and 42nd Street, New York City.

"The cleanest, finest picture I have ever seen."—*Philadelphia Public Ledger.*

MONTE CRISTO

Released September 3rd

Tested and proven Box-Office money maker. Played to crowded houses in Boston, Denver and Los Angeles—it is destined to be an even greater standard of success than its fortune-making stage play.

"See 'Monte Cristo' if you have to mortgage the old homestead."—*Denver Times.*

A FOOL THERE WAS

Released September 10th

You know its powerful appeal. The whole world knows it. A fearless epic of man's temptation contained in a modern down to the minute drama with a cast of distinction. Estelle Taylor as the VAMPIRE; Lewis S. Stone as THE FOOL. Directed by Emmett J. Flynn.

NERO

Released September 17th

Every family—every churchgoer, knows of Nero and his gorgeous, dissolute, Christian-burning, barbaric reign, and of his calloused burning of Rome—it is the pageant sensation of New York's summer where it has filled—and is still filling—the Lyric Theatre, 42nd Street and Broadway, New York.

"It is indeed a super-film."—*N. Y. Evening World.*

Lights of New York

Released October 8th

New York! From its upper to its lower crust—one of those sure-fire pack-'em-in *profit makers* that every exhibitor always asks for!

My Friend the Devil

Released November 19th

A masterful story superbly directed that starts audiences to telling their friends about it—the *best kind* of business for an exhibitor's box-office.

A Little Child Shall Lead Them

Released October 15th

A golden story of golden childhood that has won golden opinions from every high-priced expert—a golden opportunity with golden returns for *every box-office.*

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The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada

Vol. 14, No. 16
Aug. 19th, 1922.

CANADIAN MOVING PICTURE DIGEST

MIKE CAVANAGH says—

I am glad that "HAIL THE WOMAN," opening at the Strand Theatre, Toronto, Sat., Aug. 19, is not playing in opposition to my picture, "The Prisoner of Zenda," BECAUSE "HAIL THE WOMAN" is a GREAT picture.

We Admit It, Mike.

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

FIRST NATIONAL PICTURES

TORONTO, CANADA
AUGUST 19th, 1922.

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NEW YORK PUBLIC LIBRARY

The Literary Digest

PRESENTS

"FUN FROM THE PRESS"

THE LATEST AND BIGGEST LAUGHMAKER — a genuine novelty that will add distinction and entertainment-value to any bill and will delight any audience. Exhibitors will recall the sensational success of the short subject formerly sponsored by The Literary Digest. This *new* Literary Digest subject will be even more popular, because The Literary Digest with its great influence and prestige, will be behind it 100%.

Biggest Exploitation Campaign Ever Given a Short Subject!

400 Daily Newspapers Will Tell Nearly 14,000,000 Readers About It!

20,000 Street Cars Everywhere Will Carry a Message To the Millions Who Ride!

5,000,000 Men and Women Will Read of It in Magazines!

Uncle Sam Will Carry Direct Messages to Millions More Throughout the Year!

CAUTION

"Fun From the Press" is the *only* motion picture subject with which "The Literary Digest" has any active connection whatever at present. Any use of the name "The Literary Digest" by producers, distributors, or exhibitors, except in connection with this new subject "Fun from the Press" is wholly unwarranted and unauthorized and when so used is illegal. If exhibitors wish to show the *genuine* Literary Digest subject —the *only* film now produced, sponsored and backed by The Literary Digest, they will immediately get in touch with the nearest Hodkinson exchange through the Canadian Distributors.

Distributed by W. W. HODKINSON CORPORATION

Canadian Distributors: Famous Players Film Service, Ltd., Toronto, Montreal, St. John, Winnipeg, Calgary, Vancouver

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 16 TORONTO, CANADA AUGUST 19th, 1922

THEY'RE AFTER US AGAIN

THE newspapers are after the "Movies" again. The Saturday Night published an editorial in which the "vandalism" of children was discussed and stated, upon police information which they received, that the children, ranging in age from six to about ten, who destroyed the Parkdale house in Toronto, were inspired by watching a Moving Picture in which a hose was used to demolish a house.

About one week ago the "Star" published an interview with a mother of one of the children implicated; and when the question was directly asked, "Do you blame the influence of Moving Pictures for what has occurred?" the mother is reported to have very forceably denied the possibility. In addition to pictures being "free from blame," the mother stated that she attended Moving Pictures and saw that her children saw only the best ones. The article appeared to convey very emphatically that pictures were in no way responsible for the "vandalism" which occurred. However, those who still believe in the "menace" of Moving Pictures have found or manufactured another excuse to attack us.

Articles of a derogatory nature, in a newspaper, always attract letter-writers, and this article has not proven an exception. A letter complimenting "The Saturday Night" upon its "movie" attitude was published. "The Mail and Empire" of Saturday, August 9th, also publishes a letter, signed "One Warm In Its Praise." It is a good example of the intelligence with which Moving Pictures has to cope. The line in which the writer states, "In engaging a maid at about ten dollars per week references are demanded, whilst we allow our boys and girls to see pictures filmed by men and women who, in some cases, have been divorced twice, and many of them once, and our young folks know it." Previous to this sentence the writer states that references of character should be furnished by our players. Of course to argue with one, who compares an artist to a domestic, is just like pounding your head, or the other fellow's head up against a stone wall to get some sense into it. However, the Moving Picture Industry should not allow even "impossible" letters to go unchallenged, or unanswered. One never knows where an article reaches. If the Censor Board, presumably elected by the people, should contact one of these articles, especially the reference to the "hose," Exchanges may be surprised to find their comedies depleted of "hose scenes" and other scenes where the destruction of property becomes an amusing situation.

It appears that the Juvenile Court is especially busy and that more children, than the one at Montreal who told the judge it does not pay to be good, are expressing that idea in action, or thinking it at any rate. Those who are accustomed to follow the path of least resistance in action and in thought, who are looking for excuses to reform and an excuse for reform, blame youthful manifestation of crime upon some "goat," "the present goat" being Moving Pictures. It might interest those, who are seriously interested in the question, to consider what effect four years of war had on the babies born in that period, impregnated in that period, nursing at a mother's breast during that period, and those in the stages of childhood where thought was beginning to be formed. For four years we talked about killing, robbing, destruction unceasingly. Children in their nursery were taught to "fear the Germans," because they would come and "kill" them. Children in nurseries were given toy pistols and when the baby hands held up these pistols and baby voices said "bang" an amused and excited parent went into peals of laughter to hear baby say, "Killed a German." The world is full of humbugs, and fanatical reformers the biggest humbugs.

We appear to realize that Europe is completely demoralized economically, we appear to realize that War Debts are responsible for the condition of affairs; and yet are we willing to forget what was borrowed from us in making the world safe for us? Not much: We will reform the world at the other fellow's expense, it costs us nothing, so by all means have the reform. If the governments of countries are imbued with this spirit, which is engendered in the parents of children, what kind of children do you expect this world is going to give birth to? Children being more susceptible to their surroundings, their environment than grown-ups, is it to be expected that the children growing up in this day of disorder, diseased minds, this day of War and threats of more War, is it to be expected that they will be as peaceful as lambs? The children are not being spoiled by Moving Pictures, they are being spoiled by the spirit of the country in which they live, reflected from the spirit of the world in which we are all involved. If we do not get rid of this hate—selfishness—greed—dishonesty—fever, which is consuming us, the children that are here to-day will be angels compared to the devils we will give birth to.

—*RAY LEWIS*

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Your Patrons are Longing for Something New in Comedies

Here It Is!

Six Squirrel Comedies

One reelers enacted entirely by squirrels

A Distinct Novelty

with a laugh in every foot of each of these Reels

The Aristocracy of Squirreldom

in the cast.

These Comedies were produced by

Dr. Lillian D. Powers

at her beautiful home in White Plains, N.J.

350 Squirrel Actors and Actresses

take part in these

Comedy Creations

Can only be Booked Thru

Canadian Exhibitors' Exchange,

Montreal - Toronto - Winnipeg

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ONCE IN TEN YEARS

A Picture is Produced which Stands Out Above All Others.

DETERMINATION

IS THE PICTURE AND

This is the Year the Independent Exhibitor can control the Canadian Situation by booking Independent Pictures.

The Record of
DETERMINATION
is the Proof of Its Greatness

Leading Theatres in the United States which have played this picture:

Tom Moore's Garden Theatre, Washington, D.C.; State Theatre, Scranton, Pa.; B. S. Moss' Cameo Theatre, New York City; Court Theatre, Wheeling, W. Va.; Maryland Theatre, Cumberland, Md.; Rivoli Theatre, Philadelphia, Pa.; Grand Opera House, Cincinnati, Ohio; State Street Theatre, Trenton, N.J.; Empire Theatre, Syracuse, N.Y.; Shubert's Academy, Baltimore, Md.; E. F. Albee's Victory Theatre, Providence, R.I.; Wood's Theatre, Atlantic City; Blackstone Theatre, Pittsburg, Pa.; Whitehurst's Theatre, Baltimore, Md.; Lafayette Square Theatre, Buffalo, N.Y. Entire B. F. KEITH, PROCTOR AND MOSS CIRCUITS

Now Booking on Percentage or Straight Rental. Which Will You Have?

CANADIAN EXHIBITORS' EXCHANGE

MONTREAL TORONTO WINNIPEG

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A. H. ARBUTHNOT INSTALLS RADIO IN CANADIAN PICTURE THEATRES

MAJOR A. H. ARBUTHNOT who for several years was associated with the Sales Force of the Famous-Players Film Service is now Vice-President of the Radio Manufacturing Service. In an interview with the Major he appeared very enthusiastic about the theatre department of his organization. "The theatre-going public are looking for novelty and here it is in the big new idea, Radio. Not a passing fancy," said the Major, "but something that belongs to the eternals and here to stay. It means that the exhibitor can give his patrons musical programmes, grand opera, vaudeville, all by the simplest mechanical manipulation of his radio set. It means that any big event which is of universal importance, any speaker, political or otherwise that is heralded as being worthwhile, can be heard in the theatre of the exhibitor who is wide-awake enough to realize what it means by marching with Time. Orchestra problems, overhead expenses are all solved with Radio, and these sets are made to suit any type of house, large or small." Mr. C. R. Fraser, who is also a Vice-President of the Radio Manufacturing Company, brings to the organization sixteen years of Radio experience, having been during that time with the Marconi, Royal Air Force and Royal Canadian Engineers. Mr. Fraser's experience has enabled his company to select the very best type of a Radio set suitable for entertainment. Regulating the volume required in the selection of the loud-speaking instruments which are attached to the receiver. In comparing Radio with the gramophone and other musical instruments of the mechanical kind, Mr. Fraser believes that Radio is so far ahead of these that there is no comparison possible, both for the present use of Radio and its future possibilities.

Classes are being conducted in order to instruct those interested in operating Radio sets. Mr. Fraser states that the instruction is as simple as the manipulation of the set. Any moving picture operator can acquire this knowledge with a full explanation or demonstration, and exhibitors desirous of operating their Radio Sets can do so with a few lessons. "Easier than driving a car," said Major Arbuthnot, "I could teach a fair-sized child how to operate Radio."

TWO WELL-KNOWN WRITERS COLLABORATED ON "CHAIN LIGHTNING"

J. GRUBB ALEXANDER and Agnes Parson, who collaborated in the writing of *"Chain Lightning,"* are both well and favorably known in their chosen field of endeavor. Mr. Alexander has been responsible for a great many highly successful picture productions, among which may be mentioned *"The Thunderbolt"* and *"The Beauty Market,"* which he wrote for Katharine MacDonald; *"The Undertow"* and *"The Bleeder,"* created for Sessue Hayakawa.

"Chain Lightning," his latest creation, shows every indication of being rich in dramatic action, tingling suspense and hair-raising thrills.

Much of the credit, however, must go to Agnes Parsons, who has been giving the screen some big pictures. The picture plays which the public know best in conjunction with her name are *"Melting Millions," "Citizens in the Making,"* and *"Wild Sumac."*

Those who are best qualified to judge agree that *"Chain Lightning,"* in the writing of which Miss Parsons collaborated with Mr. Alexander, is even better than anything which either of these gifted writers have turned out alone.

"Chain Lightning" was produced by Ben Wilson for Arrow, with popular Ann Little in the leading role. It is being released by the Famous-Players Film Service in Canada.

W. A. Bach Appointed Special Salesman For Fox

W. A. Bach, formerly General Manager of the Famous-Lasky for Canada has been appointed special Salesman for Fox Special Productions in Canada. Mr. Bach is an ideal salesman; and in his new position should give the Fox Productions just the kind of salesmanship talk to register. A selling argument, backed by a saleable product is what our picture salesmen want to get results. Mr. Bach is a valuable acquisition to the Fox representatives in Canada.

THEATRE WANTED

in Ontario, or will consider partnership. Give full particulars in first letter. Address M. Rosenthal Walkerville Theatre, Walkerville, Ont.

FOR SALE.

Owner retiring. Moving Picture Theatre, north-west of Winnipeg, frame built, brick veneer, 32 ft. cement frontage to Main Street, 76 feet long. Established 10 years. Situated in centre of rich farming district, 2,000 population. No opposition within 20 miles. The equipment consists of 2 New Powers 6B Machines, motor driven; Fort Wayne Mercury Arc Rectifier; wired A.C. & D.C.; Fairbanks Special Electric 6 H.P. Engine and 5 K.W. Generator as auxiliary plant. Seating capacity 300. Stage 18 ft. x 12 ft. for road shows. For terms and to view apply Box 21, *Moving Picture Digest.*

Equity Pictures Secure Determination, Other Features

Equity Picture Corporation has been recently represented in New York by I. Stewart, the secretary of the Corporation, and its president who have put across a very satisfactory deal, and are now back in Montreal reaping the results of their far-sightedness. They secured twelve Eddie Lyons' comedies in addition to a big super-feature called "Determination" and six other big pictures. Jack Macklin was rushed out to the province and quickly disposed of the whole collection.

"Foolish Wives" Playing Quebec City To S.R.O.

Eddie Heiber, publicity manager for Universal, has made a distinct hit in this city in his advertising work for "Foolish Wives" which recently took the Ancient Capital by storm. It was booked at the Auditorium, the city's largest theatre with 1,600 seats, and it opened on the Sunday to a packed house despite the many counter-attractions of fine weather and the inducements the surrounding country could offer. The biggest business of the year was done on that particular Sunday. On Monday the S.R.O. was prominently displayed. On Tuesday they were still turning the people away. Wednesday, Thursday and Friday and Saturday big houses were still the rule.

"A Woman's Woman" With Mary Alden

Announcement is made by Allied Producers and Distributors Corporation of the immediate release of "A Woman's Woman," with Mary Alden heading an all-star cast.

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WHAT DO YOU THINK ABOUT THIS KIND OF PRESS ADVERTISING?

WE publish part of an advertisement which appeared in "The Daily Star." We leave the subject matter of this advertisement to your consideration. This advertisement was used in conjunction with one of the big pictures now being released; and produced by a director who has endeavored to impress his public that his efforts are dignified, artistic and educational.[Ed.].

With No Law to Stop You
What Would You ?
Do To-night

The city before you—
. . . . cafes . . . . . banks . . . , riches in homes and shops,
Take what you want—
Would you be home . . . .
Those half-thoughts that quiver and jump within you? . . . . . .
Take all! Take all!
There was such a day! , , ,
In a great city—the smartest city . . . . and the wickedest . . . .
No law! . . . . and everyone doing what he or she wanted to . . . .
There was dancing and drinking . . . . . but there was also faith!
Women . . . . . and good women . . . even more beautiful.
Oh That mad day!
Into it . . . . from the country . . . . came pretty Henrietta Girard.
Her little love-heart brimming with sweetness . . .
For her blind orphan sister . . . for all the world.
One man kissed her . . . . . and fell—amid wine and revelry and dancing . . .
Another kissed her . . . . handsomest man of millions . . . . and was driven from the city . . . . . The third man kissed her—Danton, a nation's hero . . . and they threatened his life!
Love! Laughter! Madness without limit! . . .
Would you have withstood it?

See it—Feel it—Tremble with it
Lose yourself in it — Profit by it

Just as those people did in Paris as shown in that enchanting and seizing last act in

DEFENDING OUR BUSINESS FROM UNJUST ATTACKS NECESSARY

IF the Exhibitors who are spending their money in the newspapers, and the producers who are spending their money with magazines are interested in protecting their picture investment let them take our editorial, "They Are After Us Again" and give it to their newspapers or magazines to republish. They eagerly take every anti-picture article which is sensational enough to attract attention. It is the business of a newspaper to deliver "news." We have no objection to the freedom of opinion, but we object to biased and unfair statements made about us. You note we say, "us," every one of us that is directly or indirectly associated with Moving Pictures is included in every attack that is launched at us. We have as a publication been told upon several occasions that our championship of Moving Pictures, published in *The Canadian Moving Picture Digest* does not reach the channels where it could do the most good. It is up to the exhibitor and the exchanges to see that our defence of them does reach the proper channels. You are all readers of the attacks, you are like the rest of the reading public, probably influenced by what you read and when confronted with what is published, you do not know how to protect yourself, because some people have the power to feel and think and some have the power to express what they feel and think. Editorials of the nature of "They Are After Us Again" are written to help those who think as we do, but have not the power of expression. Use this editorial and remember that "An ounce of prevention is worth a pound of cure." Stop an infection before it has a chance to spread.

Mr. Bernard Allen and Mr. Ben Bloom For World Tour

Bernard Allen, President of the Allen Enterprises, and Ben. Bloom, former manager of the Allen theatres in Winnipeg, are leaving this month on a trip around the world.

Leon Bamberger Receives New Famous-Lasky Appointment

Mr. Leon Bamberger who has been handling the exploitation department of the Famous-Lasky in Canada has been appointed assistant to Mr. Claud Saunders, Director of Exploitation of Famous-Lasky Home Office. No new appointment to exploitation department in Canada has as yet been announced. Mr. Bamberger leaves for New York to take on his new duties immediately.

Harry Brouse Books "Trouble" For Imperial

Harry Brouse, proprietor of the Imperial Theatre, Ottawa, is up to his old trick of showmanship in booking an appropriate feature attraction for a special occasion. This time he has booked First National's "Trouble," starring Jackie Coogan, for the week of September 4, this being the first week after the usual summer holidays for school children, when both parents and children are all back in the city after vacation in the country. Mr. Brouse presented "Penrod" at the Imperial during the first week in July, just after the children had left school, and now he has taken a feature with a similar appeal for the first week of the fall school term. Brouse generally books a horse-racing picture for the week of the meet at the Connaught Park Jockey Club.

Mgr. Ben. Stapleton, Centre Theatre, Ottawa Installs Radio

Manager Ben Stapleton of the Centre Theatre, Ottawa, Ontario, is now classed among the exhibitors who have added radio feature to moving picutre performances. A large radio receiving set has been installed in the Centre Theatre and radio concerts are being given every Monday, Wednesday and Saturday evenings, when a special programme of music is sent out by a local broadcasting station.

Capt. Frank Goodale, Mgr. Loew's Ottawa, Pays Taxes on Theatre

Capt. Frank Goodale, manager of Loew's Ottawa Theatre, Ontario, has announced that it was due to an oversight at the Loew offices in Montreal that the city taxes on the theatre in Ottawa were not paid. The City of Ottawa entered suit for the amount of the taxes due but the claim was quickly settled.

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CANADIAN EXHIBITORS' EXCHANGE RELEASING SIX ONE-REEL NOVELTY SQUIRREL COMEDIES

THE Canadian Exhibitors' Exchange are releasing six one-reel Squirrel Comedies. These novelty releases were secured by the Canadian Exhibitors' Exchange much as a "scoop" is obtained. For they are a distinct "find." Three hundred and fifty squirrels take part in these comedies, the pictures being made at the home of Dr. Lillian D. Powers, White Plains, N.J. Dr. Powers has squirrel cages surrounding her beautiful home; and as she has made a study of squirrels, and enjoyed an intimate companionship with them for many years. Dr. Powers has been able to get these squirrels to do almost anything she wants them to do, the squirrels going through various actions and emotions which are as nearly human, without being human, as possible.

It is surprising the amount of intelligence one discovers in these little animals when one makes a study of them; and yet when we watch a squirrel hiding away provisions for the season, when no provisions are possible, one should not be surprised at any other indications of intelligence, which they display. The squirrel comedies, however, are not just nature studies of squirrels but these squirrels go through a regular story where they enact all the parts. There is "Felicia," the heroine. "Maisie," the vampire, and "Curly," the hero; and the camera has caught and registered the various expressions on the faces of the squirrels, going through the action of the story, which are so real and lifelike as to occasion much laughter and amazement. These pictures taken under the direction of Dr. Powers, in whom the squirrels have the fullest confidence, are full of strange revelations of "squirrel thoughts" and "moods" which no camera could possibly get under other circumstances. There is plenty of variety in each of the comedies nor was the entire repertoire of these squirrels' histrionic ability concentrated in these six comedies, their talent to introduce amusing situations, to indulge in laugh-provoking incidents, their ability to ape the mannerisms of Man, appear to be unlimited and cannot but make these comedies a valuable asset to any programme.

DETERMINATION COMES TO CANADA AFTER BIG AMERICAN SUCCESS

"DETERMINATION" comes to Canada after having been tested in some of the best theatres in the United States. It is another of the very expensive productions which took infinite patience and time to produce. "Determination" appears to have been worthy of both the money and time which has been expended upon it, if one can judge a picture by press comments and the standing of the theatres in which it has played. The Canadian Exhibitors' Exchange are offering "Determination" to Exhibitors on a straight rental basis or on a percentage arrangement. The following Review from the Motion Picture News will give the Canadian Exhibitor an idea of the success which followed the presentation of "Determinaiton" at Cumberland, Md.

Motion Picture News, Jan. 14, 1922.

"DETERMINATION"
(U. S. Picture Corp.)

The long advertised product of the United States Picture Corporation—namely, "Determination," has reached the screen. And though it has been exploited extensively there need be no fear on the part of the exhibitor that it has been inflated too highly. At the Maryland Theatre in Cumberland, crowds literally stampeded themselves to view the feature and when they made their exit they registered satisfaction over its meritorious qualities. The outstanding highlight of the production is the element of action, which while melodramatic to the core is sufficient to score anywhere. Any exhibitor who wants to furnish his patrons with plenty of action need look no further than "Determination."

The direction of the offering has been intrusted to James W. Martin, who has endowed it with a production highly artistic. A competent and well balanced cast interprets this vital story—a cast that includes Al. Lincoln, Corinne Uzzell, Irene Tams, Maurice Costello, Walter Bingham, Barnard Randall, Gene Burnell, Mabel Adams, Byron Russell and many others. Each is typical of the character impersonated. Mr. Lincoln in the dual role of John Morton, the English mission worker, and as James Melvale, his twin brother, brings forth a characterization equal to any ever seen on the screen. Mr. Costello acts with authority the part of the detective from Scotland Yard. The actors portraying the "dope" characters from London's Whitechapel are also clever. If the Cumberland patronage is any criterion the picture is certain to find success everywhere.—Length 11,500 Feet.—Reviewed by John E. Barrett, Cumberland, Md. Released thru Canadian Exhibitors Exchange.

Exhibitors Communicate With Stewart of Associated First National Proposition

Mr. Stewart, of the Associated First National, has a monthly magazine for distribution which should be of special interest to exhibitors. Those who are enterprising enough to make inquiries will get their information from Mr. Stewart, exploitation department. emember business is not handed to you on a silver platter, you have to go after it, therefore interest yourself in everything that may be of interest to you.

Many Associated First National Playing Montreal Theatres

Associated First National of Eastern Canada are in the full swing and are handing out some good pictures. Among these are the "Primitive Lover" and "Sonny" at the Allen, Montreal. "Love Never Dies" at the Imperial. "Cave Girl" at the Strand, and "Sea Lion" at the New Grand.

George Faulkner of Regal Leaves For New York

Mr. George Faulkner, who has been associated with Regal Films coming from their office in Vancouver to the Toronto Office, has left for New York. Mr. Faulkner will not return to the Regal office.

Chas Stephenson Buys C.B.C. Attractions

Chas. Stephenson has purchased the C.B.C. Attractions. This time he made more than sure of the deal before anyone knew that he was after C.B.C. When asked by *"The Digest"* whether anyone was going to get "these chickens," Stephenson laughingly replied, "Not much, they're not only hatched out of their shell, but are already laying plenty for me." Therefore there are no regrets. One is only sure of a laying hen, when she lays, and glancing over the stack of contracts on Bud Lennon's desk, we came to the conclusion that Stephenson was as right as ever.

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EDITORIAL IN NEWSPAPERS ADVOCATES MUNICIPAL THEATRES IN CANADA, REPORTS ON DIVORCE

AN editorial in one of our Daily newspapers advocates Film theatres under public ownership, citing Norway as an example, where many municipalities own and operate Picture theatres at an excellent profit. Christiana is reported as one example. Population 260,000, profit made for last year, $350,000.

Canadians, it is claimed, have shown very little enterprise in developing the municipal idea and objection is made to the fact that most of our Films come from the U.S., "making it difficult for our censors to keep down such productions which foster American national sentiment." "The film heroes of our day, generally speaking, are not worthy of the admiration of the youth of Canada. Too many of the plays are unwholesome as well as vapid."

This criticism might cause even the most tolerant to think, in view of the fact that the same paper published with elaboration and without, three coming divorces among our Film celebrities. Wm. S. Hart is featured in an article, double-column heading, "William S. Hart Is A Failure as A 'Cream Puff,' Declares Wife." Married last December, "Romance blasted" three months ago. Mrs. Hart (Winifred Westover), quoted as saying that in spite of the fact that she expects to become a mother in September, she can no longer stand life with Hart. While Hart replies, "I can now appreciate the feeling of a man accused of murder when he knows in his soul that he is innocent."

Another announcement was to the effect that Marshall Neillan, the director, and Blanche Sweet, after two months of married life have found out that they are ready for a divorce. Gloria Swanson's husband has also been interviewed by the press and informed them that Gloria has ceased to glorify him, a divorce is expected. I wonder if it would help the situation if Moving Picture Players received, as do those connected with the Royal Family, a Royal Command to remain married, no divorces allowed out loud.

Mr. Reid of Associated National, Mr. Plowright Both Become Happy Fathers

We offer our congratulations to Mr. Plowright who has for the first time entered upon the experience of being a father. Mrs. Plowright presented Mr. Plowright with a little daughter, who is to be christened "Harriet." Of course some of Mr. Plowright's friends were under the impression that the Stork was the little bird which whispered to Plowright that he might expect a little boy, and they helped Plowright in the selection of a suitable name, but Plowright's friends were mistaken about the message and Plowright is already beginning to save up for what his daughter considers an adequate coming out wardrobe. Bill Reid smiles serenely, being a father is not a new experience for him; but being the father of a son, makes Bill Reid feel that he has for some reason or other "put one over" on Plowright and hence the smile is broader than ever. If Plowright's daughter should happen to marry Bill Reid's son, just about the time that Bill Reid thinks he will retire and let "son" do the work, Plowright might have a nice little laugh to himself on Bill Reid. Here's hoping.

Goldwyn To Release Rupert Hughes' "Remembrance"

October 8th is the date for the release of Goldwyn's Rupert Hughes unusual feature "Remembrance." Greater than "The Old Nest," in fact greater by far than some of the biggest successes is the prediction for "Remembrance" which does not only come from the producer's office and exchange, but is universal comment.

Report Gives Walkerville Theatre To Allens

It is reported that the Walkerville Theatre, Walkerville, is now an Allen Theatre.

Irene Caste Returns In "French Heels"

After a considerable absence from the screen, Irene Castle has returned in "French Heels," a sparkling comedy-drama, giving her personality just the right kind of opportunity. The production is a Hodkinson release.

Empress, Yonge St., Opens With "Way Down East"

The Empress Theatre on Yonge St., Toronto, which has been undergoing extensive alterations and improvements opened Saturday with Griffith's "Way Down East."

"Hail The Woman" Opens Strand Theatre

"Hail The Woman," opened the season at the Strand Theatre, Toronto. "Hail The Woman" was directed and produced by Thos. Ince, who believed in this picture he had solved the problem of what picture patrons want, the ideal of Motion Pictures. Comments have been very eulogistic.

Meyer Fischer With Universal, Manager Sales Department

Mr. Meyer Fischer, formerly with Regal, is now associated with the Universal as Sales Manager of Universal Attractions for Ontario. These are the Attractions De Luxe released in the series of nine, called "The Winning Nine," fifty-two of these pictures will be released in the year. Mr. Fischer is a most valuable acquisition to any firm, and Universal, with its system of selecting the most capable and experienced men available, are already showing results by a steady building up of both prestige and business.

"Strongheart" To Play Allen, Week of August 28th

Unlimited interest is being manifested in the opening of "Strongheart" in Toronto, at the Allen Richmond St. Theatre, week of August 28th. "Strongheart" has a war record for Active Service, having played continually since its release. Miller's Theatre, Los Angeles, gave this picture a fourteen weeks' run and other theatres where "Strongheart" has played are all asking for return dates. The exploitation department of the Associated First National are organizing a forceable campaign and are now negotiating for a pup sired by "Strongheart" to be used for campaign purposes.

Alf Christie of Comedy Fame Loses Only Daughter

It is with deep regret that we publish the death of the only daughter of Mr. A. Christie, so well known to Canadians, because of his success in creating a new precedent for Screen Comedies. It seems that little Miss Christie was thrown from her horse while riding and that the injuries received resulted in her death. We extend to Mr. Christie our sympathy at his bereavement.

WANTED

Motion Picture Operator wants position, best references. Non-Union. G. Brown, Janatt, Ontario.

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ASSOC. FIRST NAT. PUT OVER NORMA TALMADGE CAMPAIGN

THE Exploitation Department of the Associated First National has registered another tremendous exploitation campaign, having secured for this purpose one of the most important publishing firms in Canada. One hundred and twenty-six newspapers will carry space spreads on Norma Talmadge, who will be the star of this contest being introduced. Also the various magazines of this publishing firm will carry page announcements.

The newest model of one of the best-known motor cars will be given to the winner of this contest as well as $3,000 in cash prizes to other contestants Norma Talmadge will ask, "How many are going Smilin' Through" in theatre lobbies to-night to see me?" Those who answer the question, which will be worked out along lines which we are not at present at liberty to divulge, but which is apparently simple of solution will be the prize winners, ranged according to the nearest guess. Norma Talmadge was voted the biggest favorite both from a box-office and personal angle at the last two gatherings of representative Motion Picture Managers. This personal exploitation of her name should add to her prestige and to the receipts of exhibitors playing her pictures.

Sammy Bloom Praised For "Smilin' Through"

Mgr. Sammy Bloom of the Academy Theatre, Toronto, is receiving general congratulations on the artistic and interesting lobby and front he arranged for "Smilin' Through."

Famous-Players Celebrating Sixth Goldwyn Anniversary

Famous Players are celebrating the sixth anniversary of the opening of Goldwyn pictures exchange with a public screening of "Remembrance" and "Hungry Hearts."

Cum-Bac Theatre Reports 1,156 Attendance Saturday

A few weeks ago Mgr. Bailey of the Cum-Bac reported that with a seating capacity of 495 he played to 1,156 on Saturday, the attraction being one of Fox's old reliables. Mgr. Bailey also reports tremendous business with "Smilin' Through."

Mgr. E. H. Davidson "Hats Off" to "My Boy"

Mgr. E. H. Davidson, of the Dreamland Theatre, Toronto, says that it should be "Hats Off" to "My Boy" Jackie Coogan's Associated First National. Pictures of this kind, states Mr. Davidson, would keep the exhibitor from worrying either about summer heat or Zero weather.

Chas. Christie Returns to Los Angeles From Canada

Chas. Christie, who was making a trip through Canada was obliged to return to Los Angeles, upon hearing of the death of his niece. Mr. Christie it is expected will resume his Canadian visit in September or early in October.

"Silver Wings" With Mary Carr Makes a Big Hit

"Silver Wings," first of the unprecedented list of William Fox special productions for next season is showing on Broadway, New York City, for an indefinite pre-release run. The picture which is in the fourteenth week of its engagement at the Apollo Theatre, has attracted many thousands of New Yorkers whose unsolicited praise, both verbal and written, has been overwhelming.

The story, dealing with various differences arising within the family life, contains material for earnest discussion on the part of ministers, teachers and lecturers. There is the hypocritical spoiled son, whose evil acts are finally the cause of his mother's financial ruin, of her great grief and of the rupture of all the family ties. There is the son whose love for his mother is so great that he is willing to relinquish every advantage, make every sacrifice and suffer any humiliation at his brother's hands, rather than risk causing sorrow to her. There is the daughter—the mother-loving and self-respecting but highly-spirited daughter—who leaves home to marry the worthy man she loves rather than force a rupture between her mother and the hypocritical son who is her idol.

"Foolish Wives" Knows No Opposition In Booking

"Foolish Wives" has been booked to show in Montreal at the Strand September 3, 4 and 5. This, too, after it had run a week in June at the Allen almost the next-door house.

"Bud" Lennon, T. Scott, Chas. Stephenson May Be Forming Independent Chain

"BUD LENNON" appears to be interested in the purchasing of theatres. Mr. Scott, of the Canadian Exhibitors' Exchange, was seen in very earnest conversation with Mr. Lennon. Rumor associates Mr. I. Soskin with this theatre-buying proposition also. Interviews on the subject are of no avail, when questioned the interviewed parties look blank. However you know the adage of "no smoke where there is no fire." Something doing along the lines of another chain of independent theatres. If Mr. Chas. Stephenson would talk he could say a lot about the big new proposition. And the most pleasant part about the whole transaction is that the various exhibitors are not looking upon this theatre proposition in Canada with alarm, in fact it's a long time since we have seen exhibitors with such smiling faces, it can't be that they are all in on it, who knows?

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A BEN WILSON SPECIAL ATTRACTION

with

Ann Little

LIGHTNING CHAIN

faster than lightning race track story

Opening at

The Allen Richmond St. Theatre

Week of August 21st

Famous Players Film Service Ltd.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada
Vol. 14, No. 17
Aug. 26th, 1922.

CANADIAN MOVING PICTURE DIGEST

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Toronto Montreal St. John Winnipeg Calgary Vancouver

FIRST NATIONAL PICTURES

TORONTO, CANADA
AUGUST 26th, 1922.

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RAY LEWIS REVIEWS "HAIL THE WOMAN," "ORPHANS OF THE STORM," TONY SARG

"HAIL The Woman" is an Associated First National Ince Production, with an all-star cast including, Florence Vidor, Theodore Roberts, Madge Bellamy, Lloyd Hughes, Tully Marshall, Edward Martindel, Chas. Meredith and many other names familiar to the screen. Why this picture which has as its theme the attitude of men toward "The Prodigal Daughter," was named "Hail The Woman," I can only understand from Mr. Ince's idealistic attitude. The title does not convey the idea of the story and from a picture box-office angle is not a good one. "Hail The Woman," should be advertised with a sub-title which gives its public a more definite idea of what the story tells. Perhaps this accounts for the lack of exploitation which the picture received during its engagement at the Strand, Toronto. The situation of this theatre makes it a particularly good one for sensational or spectacular advertisement, and in "Hail The Woman" this theatre had an opportunity to play upon the double standard idea, one law for men and another for the sisters and mothers of men. This would have attracted a patronage commensurate with the merit of the production.

The story of "Hail The Woman" should be appealing to city audiences and to rural audiences as well. Perhaps this is a picture where the rural appeal is even more particularly strong, for men in cities have learned, through the emancipation of their daughters, or let us rather say through an idolization of their daughters that women are so essentially sensitive, emotional, idealistic, romantic and impulsive, that much is to be forgiven them when the motive, of their supposed mistakes, is pure.

The work of Theodore Roberts as the stern, puritan and tyrannical father was what we always expect from Mr Roberts, a characterization which registers because it is humanly possible. Florence Vidor as the misunderstood daughter, looked dignified, and tender enough in her expression to be actuated by the ideals and intellect which her character called upon her to portray. Her emotional scenes were played with an intense reserve which left her so feminine in her emancipation as to indeed evoke from not only men but women the exclamation, "Hail The Woman." Madge Bellamy was excellent in her part although given in some of her scenes to a little over-acting. She, however, made up for this by her fragile and wistful appeal. Lloyd Hughes, and Tully Marshall gave splendid portrayals. The child part, played by Muriel Frances Dana, was free from precociousness or grown-up acting. In the scene in which the child climbs to his father's side, as he stands ready for his ministerial address, the child played with astonishing realism.

"Hail The Woman" has a cast of so many able artists that space does not permit a detailed account of individual work. Each player appeared to harmonize and convey what the director desired, what more can the critic or an audience desire? Properly exploited this picture will create talk and record box-office reports, but your public must be told that the women in the story are not by any means being addressed as "All Hail," rather are they fighting for a bit of justice, compassion which is being daily, hourly, freely extended to the least deserving of men.

"THE Orphans of The Storm" is playing its second week at the Hippodrome, Toronto, which opened its season with this Griffith picture. Many have been the pre-comments in regard to Griffith's latest, in my humble opinion "The Orphans of the Storm", is the best box-office picture Griffith has made since his first heralded picture. With Lillian and Dorothy Gish, sisters in truth, as the two sisters all the world has learned to love in the world of fiction, you have one of the most important and convincing appeals. To talk of the artistry of these two girls is but to repeat what has so frequently been said about them, however I might add that Lillian and Dorothy Gish have much to be thankful for to D. W. Griffith for the opportunity he has given them to immortalize themselves in the roles of the orphans, and Griffith can thank his lucky star that two sisters happen to have the art and appeal which makes "Orphans of the Storm."

The character of Danton, idealist and revolutionist, was historically convincing, Robespierre made a good picture character, although I am inclined to think that he was not as much of a "pussyfoot" as Griffith's representation of him. The man who conceived the guillotine, and who later perished under its blade, was at first fired and carried away by the injustice under which the people of France were suffering, later on the lust of power made of him a despot, who wiped out all opposition to his will, whether that opposition was represented in a girl, attired in her bridal robes, an old woman on the edge of the grave, a youth full of healthful promise, or a suckling infant.

The pictures of the sensuous-loving French Nobility, the callousness with which their appetites, were not only satisfied, but satiated, balanced the mad antics of the French Mob who swung the pendulum to an opposite degree of callousness and sensuality.

No rule of law and order was indulged in by the ruling classes and the masses until the heartlessness of the royal regime was wiped away, together with the demoniacal rule of the new undemocratic democracy, only then did France become a garden where flowers bloomed and peace reigned in loving hearts.

The revolutionary scenes were terrific in their utter abandonment, while the scenes of revelry were bacchanalian and cruel enough to even satisfy a Nero.

Griffith knows how to play upon the heart-strings, softly and then with the force which strings out the discords of hell. Especially was this in evidence in the scene where the blind Louise meets with her mother, the countess, who for many years has wept silently for her baby (Louise) taken from her, and now that they have found each other they know it not, where Henriette is captured and Louise, wanders blindly, frantically calling upon her sister's name, where Louise sings in the streets while Henriette, her sister, sits dreamily imagining that her sense of hearing plays her false, it is only her sister's voice singing in her dreams of her. So tense is this scene and the climax which follows, when Henriette discovers that it is Louise; and the two sisters who have found each other are again separated by the inexorable law of fate, that the audience tremble for these sisters and voices called out impulsively "let her go, it is her sister."

The love scenes between Henriette and the nephew of the Count might perhaps be considered overdone, but in judging these scenes, you must take into consideration the youth of the lover, his French environment and ancestry; and his somewhat effeminate nature. Danton would have made love to Henriette differently, but Danton was pock-marked and pledged as the lover, the husband of France. The French atmosphere of the period was faithfully carried out in the sets, direction and technical accessories.

(*Continued on page* 11).

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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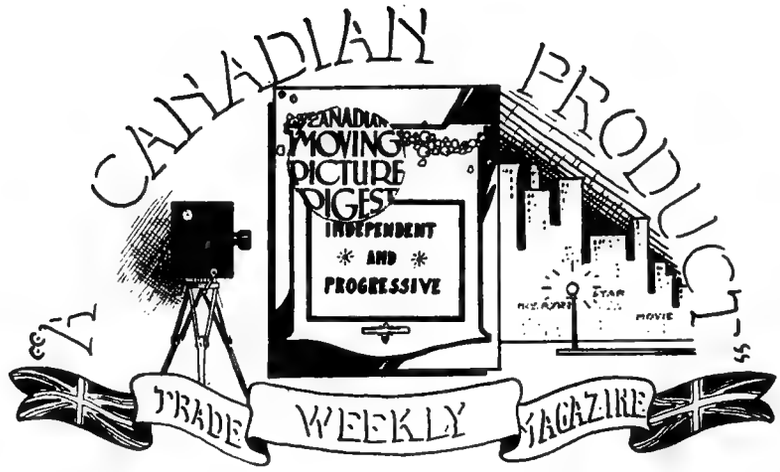

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THE FIVE PER CENTERS!

WE have often wondered why Moving Picture Producers in the United States have paid so little attention to the possibilities of Canada, being satisfied to call Canada a five per center, and then forget about her.

At one time, not so very long ago, among a certain class of people in the United States, when you mentioned that you were going to Canada they wondered what crime you had committed. Before the war the Old Country got rid of "impossible" sons by sending them as far off as possible, Canada was their destination. However, things are beginning to change, Canada is making herself felt in the world of nations. The "colonial" attitude has disappeared in the Old Country and the United States feel a certain pride in stating that Canada is Americanized.

It might be of interest to talk a little about this "five percenter" for the benefit of those who have not thought very deeply about Canada. "Canada's coastline totals in length nearly one-half of the circumference of the globe, with 12,000 miles of sea coast and 220,000 square miles of freshwater fisheries; she possesses most expansive and potentially wealthy fishing grounds, and in Lake Superior shares with the United States, the largest body of freshwater in the world, and its most extensive inland fishery."

Her forest resources are unlimited, and she stands first in the world in forest wealth, standing first also as a fur producer. She stands second in the production of pulp and paper, and in the wealth of her water powers. Canada has 200,000,000 acres of virgin land in the Western Provinces ripe for agricultural development and as yet untouched. Despite the fact, that millions of her acres have not yet been under plough, she stands second in the world for wheat-growing, her crop of 1921 yielding over 300,000,000 bushels of such magnificent quality that Canada carried off for the tenth time the world's first honors.

The population of Canada is but one-half of one per cent. of the world's population, a little over eight millions of people, and yet with such a limited population Canada produces in mineral language 90 per cent. of the world's cobalt, 88 per cent. of its asbestos, 85 per cent. of its nickel, 12 per cent. of its silver, and 4 per cent. of its gold. She possesses 17 per cent. of the world's coal resources, and 71 per cent. of the coal resources of the British Empire, and yet in the Moving Picture World United States Producers put her down as a "five per-center," and then forget all about her.

Canada's great development of electrical power at Niagara Falls should be world-known. At Queenston our power plant has the largest water-wheel driven generators in the world. At Bassano is the American continent's greatest irrigation dam watering the Canadian Pacific's enormous eastern irrigation tract, while at Gouin, at the head of the St. Maurice River, Province of Quebec, Canada has the world's biggest dam, with a capacity double that of the Assouan, on the Nile River. The vast game preserve in the Rocky Mountains, Alberta, has a national park which is 4,400 square miles and which shelters among its other possessions, 10,000 Rocky Mountain sheep.

Senator Calder, of New York, recently made a statement to the effect that he was convinced the United States would soon fall behind Canada in the production of wheat. Senator Hoover stated that in ten years the United States would become a wheat importing nation. In 1921 the United States was the world's first wheat producer, Canada came forward from third place held by her in 1920, to second place in 1921. "The peak of wheat acreage in the United States," said Senator Calder, "was 75,694,000 acres, reached in 1919, an increase of 35 per cent. over the wheat acreage of 1910. Canada in the same year had 19,125,969 acres seeded to wheat, an increase of 115 per cent. over the 1910 figure." The 1921 acreage was 23,261,224 in Canada, an increase over 1919 of 21 per cent., and according to the Canadian Pacific Railway's Western Agricultural Agent there is an increase of nearly 39 per cent. over 1921 in a large section of the Prairie Provinces, which are devoted to wheat. The value of the wheat crop in the United States from 1910 to 1920 increased by 100 per cent., or from $560,000,000 to $1,197,000,000, while the value of Canada's wheat crop increased during the same period by 400 per cent., or from $99,530,000 in 1910 to $427,356,000 in 1920.

In considering the difference in the figures of wheat value as compiled for United States and Canada, the most important item of consideration must not be overlooked, the United States has reached the zenith of its wheat production, and facts tend to prove that this height is on the decline, whilst the Dominion of Canada, taking into consideration the smallness of her population and the very small fraction of her area under cultivation is only at the beginning of her wheat production possibilities. Canada has two leading chains of Moving Picture Theatres comprising about one hundred in number, numerous other Independent chains; and in all

(*Continued on page* 4).

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LUPINO LANE, ENGLISH COMEDIAN, APPEARS IN "THE REPORTER"

AUGUST 20 has been designated by Fox Film Corporation as release day for the first Lupino Lane special comedy to be produced in America, according to a statement from the New York offices of the organization.

"The Reporter," the title of the two-reel feature fun picture, promises to introduce a distinct individuality in the constellation of screen luminaries. Lupino Lane, who is a Londoner and a member of the renowned Lane family of pantomimists, was engaged by William Fox early this year, following the spectacular success of the comedian in the leading mirth-making role of "Afgar," the Morris Gest production which startled Broadway for many months following its premiere in December of last year.

Before appearing in America, Lane was the idol of the London Hippodrome and Drury Lane, where at various times in his meteoric career he has been featured in such productions as "Little Johnny Jones," "The League of Notions," "Watch Your Step," "Follow The Crowd," and "We're All In It."

So remarkable was his performance in the Gest presentation in New York, that American newspaper reviewers of one accord classed him as "a comedian with a new and refreshing spirit who promises to eclipse the work of America's foremost fun pantominists."

"The Reporter" is the first of a series of three special two-reelers which will be ready for distribution during the early part of the 1922-23 season. The other two are "My Hero" and "The Pirate," release dates for which have not been named. The three productions are directed by Jack Blystone at the Hollywood studios of Fox.

Each vehicle possesses a brand of humor it is said by those who have seen it, that will at once make popular a unique screen personality.

In his first release, Lane is cast as an American newspaper correspondent on the battle front of a Kaleidoscopic Mexican revolution. His difficulties with the bold, bad villian, who plans to marry a beautiful senorita, are especially clever.

Lane's addition to the Fox fold will mark the fifth brand of comedy production by this producer, exclusive of the Mutt and Jeff Animated Cartoon. They are Clyde Cook Specials, Al St. John Comedies, Sunshine Comedies and Lee Kids Comedies. Thus Fox Film Corporation offers the exhibitor one of the most formidable line-up of short reel comedies ever placed on the market.

Irene Castle Has a Name P. T. Barnum Would Have Made Money With

It doesn't take a P. T. Barnum to realize that a picture starring Irene Castle is a picture that will make money for the man who shows it.

P. T. Barnum would have jumped at a chance to get a picture with Irene Castle.

Barnum appreciated box-office values. He knew a good thing when he saw it. He made money and a name for himself by giving the public what it wanted.

The public knows Irene Castle. Millions know her by reputation. Millions more know her by sight. Both classes are eager to see her on the screen.

Here's the chance to be the P. T. Barnum of your town. Get behind the picture with real showmanship. Put the P. T. Barnum spirit into your campaign. Play up Irene Castle. Go to it in regular he-fashion, and clean up.

And what about introducing a Cinderella stunt with "French Heels?" Get a shoe store to co-operate by advertising and showing in its window a very fine pair of evening shoes with "French Heels." These shoes to be given to the young lady who appears at the store with a theatre coupon calling for a fitting. Coupon to be issued by the theatre playing "French Heels." Have the shoes dainty and attractive enough to be desired and small enough to be difficult of being fitted. It is a good idea to provide against the shoe being won by some coupon-holder by providing several pairs of the same kind. Should the shoes be won early in the week, advertise the young lady's name as the winner, with her photo in the papers, also cut of shoes, and state that there are more Cinderella's than this young lady in this town or city and that you have another pair of "French Heels" to be won. For a prologue, the Cinderella scene where the Herald of the Prince comes to Cinderella's house and tries on the slipper on Cinderella and her step-sisters would be appproppriate.

Universal Nine Series Booked in Toronto Theatres

Universal Attractions, booked in series of nine, have playing dates in Polton, Variety, Madison, Globe and Kum-C Theatres.

(*Continued from page 3*).

about 1,250 theatres and halls where Moving Pictures are shown almost exclusively. Canada is to be linked up with the United States highways by the further development of Canadian highways, Canada is to have a publicity campaign; and the perfecting of its immigration plans which will add millions to its population in a surprisingly short time. Why talk of the undeveloped resources of certain countries in Europe, here is Canada almost unlimited and virginal, in so far as her natural resources are concerned in development, and assuredly is destined to become as equally an important country as the United States. It seems almost irrational to give voice to such a prediction, but Canada is beginning her expansion programme now, reaping the benefits of the things which have been accomplished successively by the United States and the Old Country in development; and benefiting also by their mistakes. Canada has behind her progress the power, prestige of the British Flag, not forgetting the many material advantages which the Mother Country will give to Canada, her one tremendous link with the American continent. These material considerations are not promissory, or illusory. Now, at this very moment British capital, far exceeding United States capital, is circulating in Canada's development; and yet United States Picture Producers put Canada down as a "five percenter," and then forget about her, not all, however, some are careful enough to know all the facts contained in this article and some more facts about Canada which we intend publishing in the coming issues. These are planning to remain in Canada, to grow with Canada, and reap what Canada will have to offer. Some are planning exclusive ownership. The "five percenters" who are not looking after the establishment of a permanent business in connection with their Trademark, will be left among the crowd who always say when foresight and plugging brings success to the other fellow, "Who would have thought it. I never was born lucky."

—*RAY LEWIS*

(For statistical facts in reference to Canada we are indebted to an article, Canada's Fifty-Fifth Birthday, published in "Agricultural and Industrial Progress in Canada."—Ed.)

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DR. LILLIAN POWERS INTERVIEWED, "CURLY," THE HERO OF SQUIRREL COMEDIES, NOW BEING RELEASED

THE Star publishes an interview by Karl K. Kitchen with Dr. Lillian Powers.

"On the second and third floors of Dr. Lillian Powers' large, rambling house near White Plains, N.Y., are a series of wire cages which contain practically every variety of squirrel. There are 'mahogany reds' from South America, five colored Prevosti from the Malay Peninsula, as well as the well known gray variety so common in our city parks. In fact, there are so many of them that even the bathrooms of her home are utilized to house these pets, every one of which bears a name and to Dr. Powers, at least, possesses a distinct personality.

Consequently it is not surprising that her country estate is called the Red Squirrel Farm and that at its very entrance there are painted squirrels on its gateposts.

For seventeen years Dr. Powers has devoted most of her time to raising these pets and studying their habits. And she has not only written scientific books about them, but has made the most elaborate motion pictures of their lives. These pictures are now being released in Canada through the Canadian Exhibitors' Exchange as the Squirrel Comedies.

"I became interested in squirrels ing in Ceylon about seventeen years ago," said Dr. Powers in answer to my obvious question. "As we were driving along a road near Kandy a native offered one for sale—a tiny red squirrel, very much like this one.

"It was such a cunning little thing that we bought it," she went on. "And for the next few weeks I was up at all hours of the night taking care of it. I didn't know then how necessary it is to keep the young ones warm, and the morning after we bought it, it was cold and apparently dead. My husband, who is also a physician, and I worked for hours to revive it, and we were successful. During the next few weeks I got very much attached to it." And she showed the little "mahogany red" or Variabilis (to give it its scientific name) which she held in her hands.

When we settled down in Germany, where squirrels are considered great pets, I began collecting unusual varieties of them. We lived near a seaport, and ship captains from all over the world brought them to me. I soon discovered that they were the most affectionate of all pets—with all the traits of a dog or cat—and with infinitely more personality.

With this introduction Dr. Powers conducted her interviewer to the second floor, where they entered a maze of wire cages filled with the limbs of trees on which were fastened little boxes—the homes of her pets.

"Here, Curley," she called to a large grey squirrel, who hurried over to her for her proffered nut. "Meet the gentleman." "Curley" is the hero of the squirrel comedies.

"And I will swear," said the interviewer, "that the squirrel gave me a wink."

"He's a fine husband—the father of four handsome boys and true to his mate. You may not know it, but squirrels are very much like us. They are true to their mates—until some vamp comes along and leads the male astray. I have many happy families here. The little animals love to be together and they spend hours spooning and kissing each other. They're so affectionate."

The Squirrel Comedies are distinct novelties. They are six one-reel subjects in which the squirrels play all the parts. Three hundred and fifty squirrels are said to be in the cast of these comedies which include, "Curley," the hero; Felicia, the heroine, and Maisie, the Vampire.

PROGRAM MATERIAL

SUPPOSE you were a famous actress, accustomed to every luxury that money could buy—clothes, jewels, and the comforts of life as provided by the most modern hotels—and you were suddenly asked to give this up for the discomforts of a logging cabin in the northern woods. Could you turn to this new life, with the man you loved, and forget the comforts of the life you left behind? Palma May thought she could, but certain influences caused her to change her mind. See Irene Castle in "French Heels" at this theatre next.....

Palma May was a simple little country girl when John Tabor found her on his return from France, but soon she was the most talked of person in the Big Town's brilliant night life. Fame and riches were hers almost overnight. Then John Tabor took her to his father's logging camp in the north. At first they were happy, but drudgery and discomforts soon killed the romance. Then came the greatest struggle in Palma May's life. The story is "French Heels." Irene Castle is the star. The picture is coming to this theatre next .....

Palma May thought it would be easy to leave the luxuries of life and "rough it" with her husband in the logging camps of the north. But tin dishes and "cook house" food didn't compare with the comforts of the other life. She wanted to leave it all and go back, but she loved her husband and he had to remain in the woods. Would you have gone back to the luxuries of life in the city, or would you have braved the discomforts of the logging camps? See what Irene Castle as "Palma May" did in "French Heels," which comes to this theatre for ..... days beginning next Sunday.

Christie Stars New Service For Theatres Which Advertise

In order to better serve the theatres which advertise comedy attractions in newspapers and house organs of their own, the Christie Film Company has inaugurated a special cut, photograph and mat service on all the new Christie Comedies, beginning with "That Son of a Sheik," which is to be released in September through Educational exchanges.

All of this material is being prepared by the Christie studios, under the direction of the exploitation department and will be available through Educational Exchanges before release dates on all pictures.

Universal Show at Grand, "The Delicious Little Devil"

Universal are showing at the New Grand for a whole Week Mae Murray and Rudolf Valentino in the "Delicious Little Devil.' 'This re-issue is sure of success. In September they release "Foolish Wives" for its second run in the West End and thereafter the picture is booked for the whole of the United Amusements Circuit, Montreal.

Messrs. Smith and Sourkes Give up Sun Theatre, Montreal

Messrs. Smith and Sourkes who recently took over the Sun Theatre, Montreal, from Z. Goldberg, have arranged to have the property handed back to its former proprietor. The move is consequent to some degree on the movement of Mr. Smith to the Maritime Provinces to represent Regal

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Holtre Productions Inc
presents

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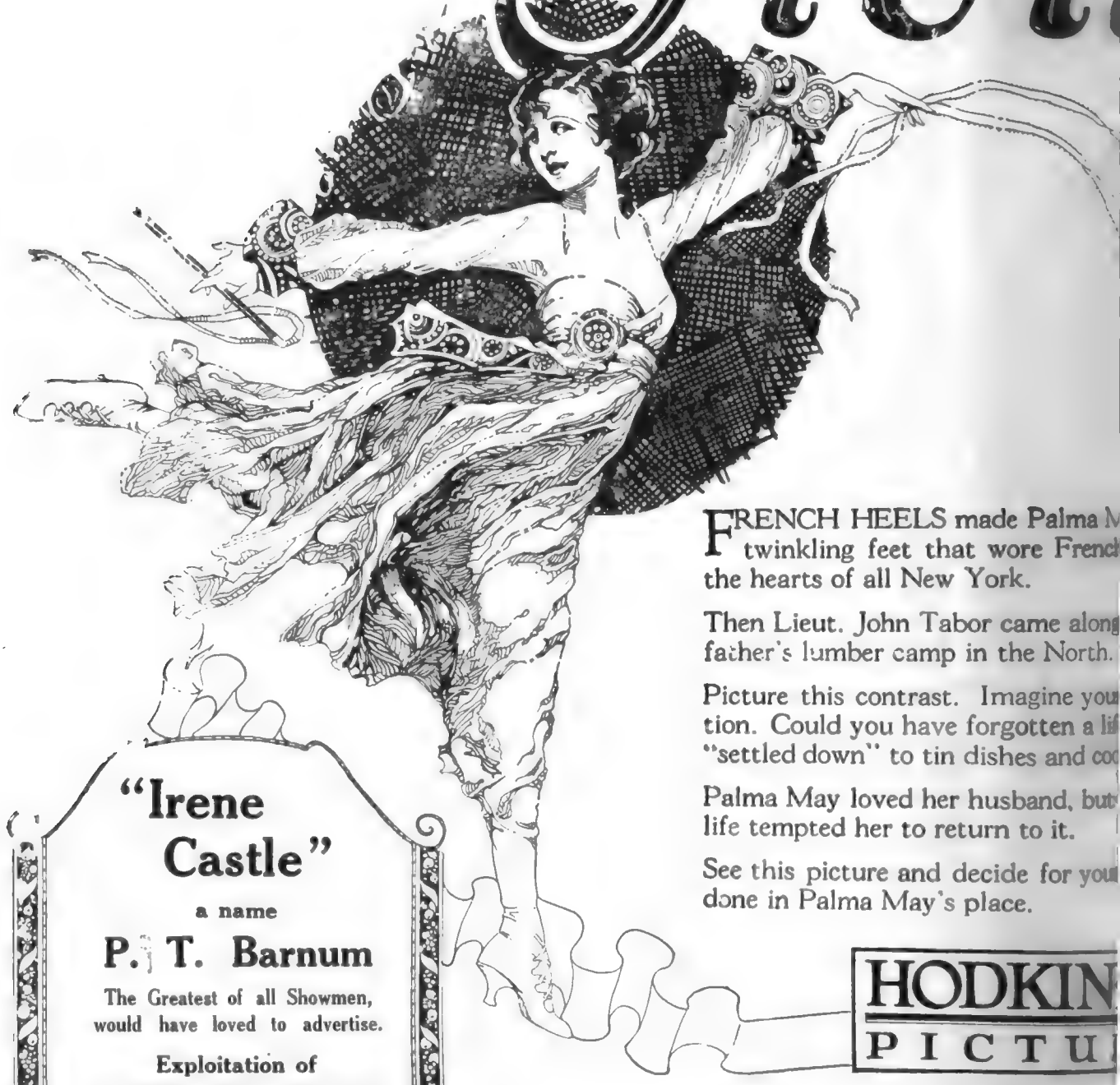

FRENCH HEELS made Palma M
twinkling feet that wore French
the hearts of all New York.

Then Lieut. John Tabor came along
father's lumber camp in the North.

Picture this contrast. Imagine you
tion. Could you have forgotten a li
"settled down" to tin dishes and co

Palma May loved her husband, but
life tempted her to return to it.

See this picture and decide for you
done in Palma May's place.

"Irene Castle"
a name
P. T. Barnum
The Greatest of all Showmen, would have loved to advertise.
Exploitation of
"FRENCH HEELS"
Mention the Star's Name

HODKIN
PICTU

FAMOUS PLA

Montreal - Toronto -

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e Castle in "French Heels"

From Clarence Buddington Kelland's Story-"*Knots and Windshakes*"

An Edwin L. Hollywood Production

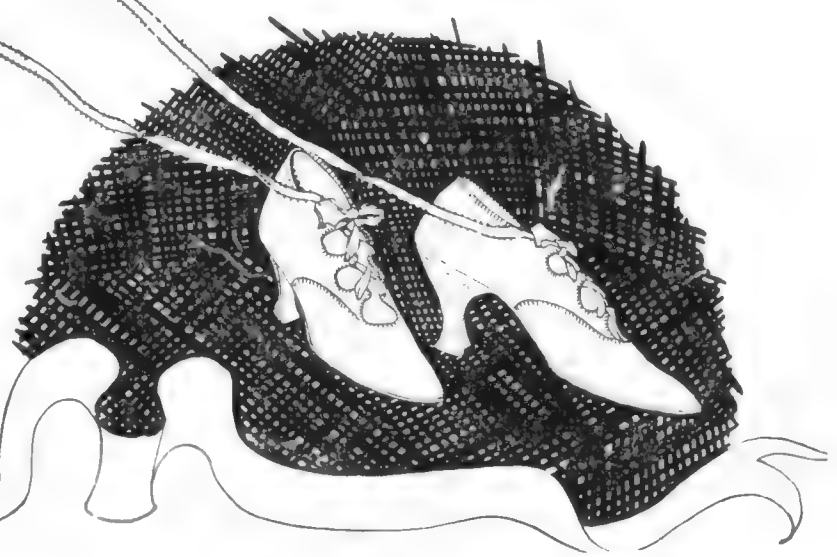
famous--or at least, the
eel slippers captivated

d carried her off to his

in Palma May's posi-
luxury and gaiety and
ouse food?

memory of her former

what you would have



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"SMILIN' THROUGH" AS PICTURE SURPASSES ITS STAGE SUCCESS

NEW YORK, Long Island and California furnished backgrounds for the filming of Allen Langdon Martin's famous play, "Smilin' Through," in which Jane Cowl appeared on the speaking stage, and in which Norma Talmadge is now appearing throughout Canada.

In the East Norma used two great studios, one of which contained a day set and the other a night set, the company frequently working at fourteen hour stretches under the direction of Sidney Franklin.

Remarkable moonlight scenes were obtained in the night set at Norma's New York studio, while exceptional exteriors were filmed within the day studio on Long Island, in which the replica of an English village, with a beautiful garden, a house and winding roadway was constructed. To these were added several picturesque "shots" in California.

Double exposure necessitated the taking of most of the exteriors in interiors. Two leading cameramen were used. One was Charles Rosher, Mary Pickford's cameraman, loaned to Miss Talmadge during his employer's recent vacation; the other was Roy Hunt, Norma's regular camera chief.

Harrison Ford, Wyndham Standing, Alec Francis, Miriam Battista and other screen notables appear in support of Miss Talmadge in "Smilin' Through," which was adapted for the screen by James Ashmore Creelman and Mr. Franklin.

The story is laid both in the present and in 1864 and necessitated the building of the English village. There are also scenes in Ireland and France.

FIVE EDUCATIONAL PICTURES SELECTED OUT OF TWELVE AS BEST SHORT REEL SUBJECTS

EDUCATIONAL Pictures have been signally honored in mid-year resumes of "best pictures" by newspaper motion picture critics, many of whom are now making a practice, not only of reviewing the year's output of motion pictures at the end of the year, but also of discussing what they believe to be the best current productions for the first six months of the year.

James W. Dean, whose motion picture reviews for the Newspaper Enterprise Association Service are printed in several hundred newspapers in the United States and Canada, made up perhaps the most important of these lists. After discussing longer feature productions, Mr. Dean wrote about short reel subjects, listing the twelve short pictures which in his judgment stood out as the best of the six months.

Out of these twelve pictures listed and discussed, five were Educational Pictures. They were "And Women Must Weep," the first release of the Wilderness Tales by Robert C. Bruce; "Cold Feet," a Christie Comedy, the first travesty on the melodramas of the North; "Poor Boy," the final Mermaid Comedy featuring Lloyd Hamilton; "Step This Way," a Jack White production in the Mermaid Comedy series and one of the five Mermaid Comedies which were shown in first run theatres on New York's Broadway last week, and "The Dying Detective," one of The Adventures of Sherlock Holmes, from the stories by Sir Arthur Conan Doyle, in which Eille Norwood is featured as the great detective. "And Women Must Weep" is a single reel picture. Each of the others is in two reels.

"Listing the twelve best feature pictures for the first six months of 1922 is insufficient proof of the advance of film production," wrote Mr. Dean. "Many a movie program has been saved from utter banality by a short subject accompanying the feature picture. Indeed, many of the short subjects are better from every point of analysis than many of the feature pictures."

Capitol Loan Company To Re-open Gaiety

Improvements continue to be made to the Gaiety, Portage Ave., Winnipeg, by the Capitol Loan Co., the new owners, and it will be re-opened in September.

D. W. Griffith made Wallace Reid responsible for the tragedy in "The Fatal Marriage"

NORMAN KERRY TO PLAY LEAD FOR STROHEIM

Von Stroheim has selected Norman Kerry to play the leading masculine role in "Merry Go Round."

"Merry Go Round" will have essentially an all-star cast but Kerry and Mary Phiblin are to have the outstanding roles upon which Von Stroheim will concentrate the action.

Kerry has won recognition in a dozen big pictures, among them "The Little Princess," "Amarilly of Clothesline Alley," "Up the Road With Sally," "Soldiers of Fortune," "A Splendid Hazard," "Passion's Playground," and "Buried Treasure."

In "Merry Go Round" he will have a flashing, heroic role garbed in spectacular uniforms he will swank through the rollicking rendezvous of pre-war joy that marked Vienna, the locale of the picture, which will be a striking drama of Continental life.

Another Independent House, The Province, Winnipeg

John Schuberg, of Vancouver, has sold his theatre interest in Winnipeg, the Province, to Col. Arthur Sullivan and Dr. Wilmot, who have retained John Ward as manager and will run it as an independent house.

Canadian Exhibitors Secure Fifty-Two Comedies

The Canadian Exhibitors' Exchange, it is rumored, have secured fifty-two, two-reel comedies. These include the Broadway Comedies with Eddie Barry. The Speed Comedies, Helen Darling, Vera Reynolds and directed by Regie Morris, who directed "Married Life" for Sennett. Players include Neely Edwards, Jay Belasco, Margaret Nillington. Mirth Quake Comedies with Eddie Lyons featuring Bobby Dunn.

James Young Receiving Congratulations For "The Masquerader"

James Young, director of the old school, with new ideas which keep the younger directors marching fast to keep in line is receiving congratulations from the press generally for the excellence of the direction in "The Masquerader," starring Guy Bates Post. Associated First National are heralding this feature as one of their big ones and indications point that they are right.

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Miller M. Stewart Increases Orchestra and Business

Miller M. Stewart, who directed the tour of Miss Louise Lovely the past six months, at the closing of the tour in Winnipeg, accepted the position of manager of the local Allen Theatre, being acceptable to the Allen creditors' committee as well as to Jule and Jay J. Allen, of Toronto. Since he has been in charge he has introduced a Monday night symphony concert at the Allen, using 30 instruments, under Charles Manning's direction, and as there are many musicians idle in the city the orchestra was a high-class one and the theatre is filled to capacity each Monday night. During August the size of the orchestra was increased. Mr. Miller shows all the earmarks of being a good show man, and the Allen are fortunate in securing his experienced management.

Radio Sends "Movies" New Type of Machine

Prof. Reginald Aubrey Fressenden has invented an apparatus which he already has in working order, whereby moving pictures of screens will be transmitted. It is reported that with the apparatus he has developed, one will be able to point a radio camera, connected with a radio loop, at the steps of any important building, where a speaker is delivering an address and that radio subscribers will actually see the speaker, his gestures and expression as he talks, in addition to hearing the address. The size of the picture is limited under present operations, it is four feet by four feet on a screen 12 feet away, or four inches by four inches on a screen 12 inches away. The course-graineess of the picture 12 inches away corresponds with the 50 dot per inch process plate photo. In the words of grandmother, "What's the world coming to?" We have also a new device in a real talking picture, which is expected to do a little revolutionizing on its own account. The new stereoscopic projection, perfected by the Perfect Picture Company and the natural colored photography indicates that Moving Picture development and expansion is yet untried and unexplored.

V. J. McCabe Visits Montreal For Mgrs. Conference

V. J. McCabe, General Manager for Canada of the Associated First National, has been in town and has been meeting the branch managers of Montreal, Toronto and St. John, N.B., with a view to a get-together talk of coming Fall policy of the exchange.

Salisbury Entertained in Winnipeg, Manitoba Picture Association

Monroe Salisbury, who appeared at the Winnipeg Pantages was entertained by the Manitoba Motion Picture Association at a luncheon during his stay.

"Burn-em-up Barnes" To Play System, Montreal

John Fiddes, manager of the System, late Holman Theatre, Monrteal, announces that he has acquired first West End run in Montreal of "Burn-em-up Barnes," a Torchy comedy in six reels. He has flooded the city with 24 sheet bills and has also a number of illuminated posters out. From the look of things John is out for a big hit with this picture.

Regal and Famous-Players Exchange Branch Managers

Considerable changes have materialized lately in the film exchange situation in Montreal. Prominent among these is the movement in the Famous Players and Regal Exchanges. H. Smith, recently appointed branch manager of Famous Players, has resigned the appointment and has taken up the position of manager in charge of the Maritime Provinces section of the Regal Film Exchange. On the other hand, Ben Kauffman, who was formerly branch manager of the Famous Players, has resigned his position with Regal and has once more taken over his old job as branch manager of Famous-Players. So Benjamin is back on the job again and everyone concerned seemed satisfied.

Canadian Educational To Play Radio at Allen, Montreal

Canadian Educational Films have arranged for the release of "Radio" for the week of August 27th at the Allen, Montreal. This is a two-reel subject film dealing exhaustively and in a popular way with the radio craze. The extent of the demand for the picture may be gauged by the fact that it has been booked solid after its run at the Allen.

L. E. Ouimet Leaves Montreal For Los Angeles

L. E. Ouimet, former president Specialty Film, Limited, now amalgamated with Regal, left Montreal August 29th and passed through Toronto on his way to Los Angeles. L. E. Ouimet has been busy on the Laval Photo-Plays proposition in the six weeks or so he has been in Montreal and will now be in a position to go ahead with his producing plans in the Californian city.

E. W. Hammons Off For Annual Business Conference Educational London Associates

E. W. Hammons, President of Educational Film Exchanges, Inc., sailed from New York on the White Star liner "Homeric" August 19th for his annual conference with his business associates in London. He expects to be away from New York a little more than a month.

Mr. Hammons plans to make arrangements for still greater distribution of Educational's product in Europe, and probably will take up the question of getting these pictures into more theatres in Australia as well.

Mr. Hammons carries a passport to France, and if time will permit he intends to take a brief pleasure trip to Paris.

Allen Theatre, Windsor, Reports Very Big Business on "The Fatal Marriage"

Your picture, "Fatal Marriage," opened yesterday to an exceptionally big business. It was the biggest Monday's business we have ever done on a regular admission price picture. Max Allen, Allen Theatre.

New Regent, Winnipeg, Opened. Mr. Kaplan's House Opens Sept.

The new Regent Theatre in Winnipeg (the old Rex), was opened the first week in August after $20,000 had been spent on it by the new owner, Mr. Miner. It now has a canopy, an electric sign of huge proportions, and a new interior arrangement entirely. It is one of the most up-to-date houses on Main Street. The new $60,000 theatre being built by Mr. Kaplan, in St. James' suburb, has suffered a set back owing to the big rain storm undermining the foundations, and it will not be opened until September.

Dominion Theatre, Winnipeg, Doing Good Business

The Dominion Theatre, Winnipeg, which was leased to the Allens for the past seven years, and which in its day did a tremendous business in pictures, was taken over by the owner, H. Kobold, and after $10,000 had been spent on it by the owner, cleaning and decorating the interior, it was opened July 24th, the feature picture being "Room and Board," with Constance Binney the star. Walter Dolman, the leading organist in the Winnipeg theatres, is in charge of the music. Business is reported as continuing good.

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"THE STORM" ENJOYING PHENOMENAL SUCCESS, BOOKED IN EVERY CITY IN UNITED STATES AND CANADA

"THE Storm," is reported as creating havoc with box office records from Coast to Coast. Although it is still being shown only in a few pre-release bookings, it has established a popularity for itself far greater than any Universal picture ever before produced, it is understood.

General release of "The Storm" is set for Labor Day, the first Monday in September. Universal sales officials predict by that time, it will have been booked in more than thirty per cent. of the big houses in the United States and Canada.

"The Storm" has an unique record. It had three consecutive Broadway runs. It was first shown at the Capitol for one week, where it did capacity business despite a week of rainy weather. Then it was transferred to the Central Theatre at an advance in price, where it enjoyed a four weeks' run with packed houses, day and night. Following its Central theatre run, it went into the Broadway for a week. It did equally as good business in the Broadway as during its two previous runs.

In Chicago, "The Storm" also had a triple engagement in the first run houses, playing the Chicago, the Tivoli and the Riviera, three of the leading Balaban and Katz houses. That firm of exhibitors were exceptionally enthusiastic in their praise of the money-making qualities of "The Storm." Mr. Katz of that firm, communicated with Universal as follows:

"It affords us a great deal of pleasure to advise you that "The Storm" proved to be one of the most satisfactory pictures, from both box-office and audiences' standpoint, we have ever exhibited.

"It takes rank among the FIRST THREE MONEY-MAKERS, and pleased the audiences as well as any picture shown at this theatre.

"We shall eagerly await more pictures like THE STORM."

Among the other first run theatres which have played "The Storm" or are about to play it are the Empire, Syracuse, N.Y.; Leland, Charleston, W. Va.; Strand, Akron; Mozart, Canton, O.; Colorado, Denver; Majestic Garden, Grand Rapids; Pantheon, Toledo; Adams, Detroit; Ascher's Merrill (two weeks), Milwaukee; Strand, Hartford, Conn.; Sun (two weeks), Omaha; Karlton (two weeks), Philadelphia; Rialta, Washington; Grand Opera House and Alhambra, Pittsburgh; Aris, Erie, Pa.; Imperial, San Francisco; and Pantages, Toronto and Hamilton.

Some People Said:

Moving Pictures are only a Fad

That was about Twenty Years Ago

Don't belong to the class who are always saying "It won't last" and passing up

The Big New Ideas

which are everlasting.

RADIO **Is here to stay. We have Receiving Sets specially designed for YOUR Theatre.**

Call on Us— Alladdin Bldg. King & Simcoe Sts.

Phone Us— Adelaide 3104 TORONTO

Radio Manufacturers & Distributors LIMITED

Buster Keaton In "The Boat" Leads off With His Comedies

Since the tremendous success of "The Boat" a Buster Keaton two-reel comedy at the Pantages and the Regent, exhibitors are going after these comedies; and Associated First National prophecy an equal success for exhibitors playing these comedies if they will only place the same amount and energy behind these comedies as they do behind a feature. These comedies have the material in them which will stand boosting; and which is bound to bring your audiences in, if you do your part informing them as to the quality of the product which you are handling. Comedies are show builders. A good feature plus a good comedy sends your audience home in that happy frame of mind which swears by pictures. A weak feature can kill your show, unless you have a strong comedy to carry the weak feature along. Play safe by booking comedies. A laughing audience is always in the best frame of mind to witness the feature. Good showmen are never in doubt as to the strength of their show. If they question the strength of their feature, wondering will it go over, they forget about it by adding a good comedy; and your audience forgets about the weak spots also, remembering the many laughs your comedy gave them.

PICTURE THEATRE EQUIPMENT FOR SALE.

Complete picture equipment, consisting of 410 chairs in good condition, two Simplex Machines, (motor-driven), complete five Oscillating Fans, Wurlitzer Organ, original cost, $2,700; Wagner Converter, Fire Extinguishers, Photo Frames, Light Fixtures. Will sell at a sacrifice, must be sold before October 12th. A real opportunity to secure the best equipment possible. G. Floy, 3265 Dundas St. West, Toronto. Will ship to anywhere in Canada.

G. W. Kawn of Goldwyn, A. H. Berman Visit Toronto

G. W. Kawn, Foreign Sales Manager of Goldwyn, and A. H. Berman visited the Toronto, Goldwyn office for a conference with Mr. Chantler, General Manager for Canada. Some definite plans in reference to releasing will shortly be announced.

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Reviews Continued.

"When Adam Walked The Floor," Tony Sarg

"WHEN Adam Walked the Floor," is another one of those very clever and entertaining Tony Sarg creations, released by Educational. The scene opens after the expulsion from the Garden of Eden, Cain has been born and is very much like other babies before they have reached the age of one year. Adam walks the floor and tacks, too, are in evidence for this nightly stroll. Doctors and Vampires ply their separate arts and Adam, we find, has the general weakness for the other woman. Eve is so modern and unsympathetic as to be annoyed when Adam fails to return at an appointed hour. At that period instead of the birds telling tales, all the Zoo, unconfined strolled forth to prevent Cain from raising "cain" by telling his mother of Adam's amorous seance with a fair "Vamp." The animals play such an important part in this Tony Sarg, and perform such astonishing and yet human things that the laughs which their antics occasion are as full of merriment as they are of amazement. "When Adam Walked The Floor" will be an entertaining addition to any programme in any house.

Exploitation Department,
Associated First National.

I appreciate the service which you are sending out in connection with suggesting stunts for putting over First National Pictures; and hope you will continue to send me any bright ideas that you happen to run across. Yours very truly,

J. F. PRICE,
Mgr. Allen Palace Theatre,
Calgary, Alta.

Three Theatres Within Two Blocks Play Associated First Nationals

Last week saw three Associated First Nationals within a radius of two block in Toronto. "Bob Hampton of Placer" at the Photodrome, "Smilin' Through" at the Colonial, and "Last of the Mohicans" at the Maple Leaf. All these theatres reported big business, which looks very good for the Trademark.

Why Did They Call It "THE FATAL MARRIAGE?" ask LILLIAN GISH or FAMOUS-PLAYERS FILM SERVICE.

HOLLYWOOD, DIRECTOR OF "FRENCH HEELS," MADE MANY SCREEN SUCCESSES

MOTION picture trade papers recently spoke of Director Hollywood as a man "young enough to be modern, old enough to have benefited by observation and experience, and rapidly gaining recognition as one of the industry's foremost producers."

During the past two years Mr. Hollywood has directed such well-known stars as Harry Morey in four pictures, "The Gauntlet," "The Sea Rider," "The Flaming Cue" and "The Birth of a Soul." Mr. Hollywood also directed the United States Government all-star production, "The Immigrant," in which were such players as Richard Barthelmess, Zena Keefe, Warren Cook and Barbara Allen. He directed May Marsh in "Polly of the Circuis," Mae Murray in "Sweet Kitty Bellairs," two Vivian Martin Productions, and was also assistant to Director Jimmy Young in several Clara Kimball Young productions. He was also art director and general manager of productions for Mary Pickford when she made "Less Than the Dust," and "The Pride of the Clan" for Artcraft.

Taking these achievements into consideration, and the fact that Mr. Hollywood is still in his early thirties, he may safely be considered as one of the industry's foremost producers.

"French Heels" is the first of a series of productions starring Irene Castle that Mr. Hollywood directed for release through the W. W. Hodkinson Corporation. The second production, "The Rise of Roscoe Paine," is now being produced. Released through Famous-Players Film Service.

S. E. Abels Visits Toronto Fox Office

S. E. Abels, Foreign Manager of the Fox Film, visited Toronto to confer with Mr. Barrett, General Manager of Fox Films of Canada. An extensive campaign programme for the release of Fox Big Pictures was gone into; and these plans are already in the process of fulfilment.

New Brunswick Films, Ltd., Organized at St. John, Nfld.

Organized to produce Frederick Wallace's story, "Blue Waters," was the New Brunswick Films, Limited. Production under the management of Mr. Ernest Shipman. Faith Green who collaborated on Ralph Connor stories will lend her assistance and co-operation to "Blue Waters."

EASTERN CANADA SALES HAVE FALL ORGANIZATION CONFERENCE AT MONTREAL

THE Eastern Canada sales organization of Associated First National held their fall conference at the Windsor Hotel, Montreal, on August 25th and 26th. It was convened by Vincent J. McCabe, Canadian District Manager, and attended by W. J. Reid, Charles Ramage, Gordon White and B. D. Murphy, of Toronto; A. L. Gorman, Arthur St. Germain and J. C. James, of Montreal, and J. S. O'Donnell and R. G. March, of St. John.

Mr. McCabe opened the proceedings at ten o'clock Friday morning by reading inspiring telegraphic messages from J. D. Williams, H. O. Schwalbe, F. M. Brockell and W. J. Morgan of the New York office, after which releasing and selling plans for the new season were fully and frankly discussed by the entire delegation.

During the two days about a dozen of the new season attractions were viewed with a consequent heightening of the enthusiasm which marked the gathering from the outset. During the screening of "The Crossroads Of New York" a wire was received from Mack Sennett, its producer, and throughout the conference messages were received from various stars and producers, among them being the Talmadge girls, Katherine MacDonald, Hope Hampton, Thomas H. Ince, Richard Barthelmes, R. A. Walsh, Guy Bates Post, Jackie Coogan and Buster Keaton.

Just when everybody was voicing themselves as highly pleased with everything Mr. McCabe capped the climax by making a confidential announcement regarding further First National plans, which resulted in the forwarding of an enthusiastic message to the Executive Committee in New York. [illegible] for First National.

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HAS PUZZLED MILLIONS!

Are you sceptical as to how man's voice has conquered space?

See the Wheels Go Around

Do you want to show your Patrons how it works?

Here Is Your Opportunity

WE HAVE FOR YOUR USE

The most timely subject ever made that offers Great Possibilities for both exploitation and box-office results.

BOOK RADIO TODAY

Get an early date on this opportune special and cash in on the immense popularity of

RADIO

We will arrange to broadcast your theatre, your town and date through the Toronto Daily Star Radio Concert for Ontario and the Winnipeg Free Press for the West.

Educational Pictures
THE SPICE OF THE PROGRAM

CANADIAN EDUCATIONAL FILMS LTD.

ONE-SHEETS
WINDOW CARDS
SLIDES

For further particulars get in touch with your nearest branch exchange.

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— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada
Vol. 14, No. 18
Sept. 2nd, 1922.

CANADIAN MOVING PICTURE DIGEST

Let's Talk Comedies

THAT'S FAIR ENOUGH!

"The most distinct thing so far evolved by the movies has been the caricature comedies done by filmlands funniest men. These are clever and intensely humorous, and "The Boat" is as funny a mass of nonsense as Buster Keaton has played in, its broadly conceived happenings are hilarious. Do not miss "The Boat."

Mail and Empire
Tues. Aug. 15

BUSTER KEATON
"Cops" "The Playhouse"
"The Paleface" "The Boat"

BEN TURPIN,
"Love's Outcast" "Step Forward"
"Love & Doughnuts" "Bright Eyes"

WE'VE GOT EIGHT MACK SENNETT COMEDIES FOR YOU

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

TORONTO, CANADA
SEPT. 2nd, 1922.

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THE STORM

Universal's Cyclonic Success

Playing

Pantages	Theatre	-	Toronto
Capitol	"	-	Montreal
Pantages	"	-	Hamilton
Patricia	"	-	London
Lyceum	"	-	Winnipeg
Allen	"	-	Vancouver
Casino	"	-	Halifax

Booked at

The Leading Theatres in Canada for Indefinite Runs

Canadian Universal Films Ltd.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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CANADIAN PRODUCTS
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company
27 JARVIS STREET,
TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 18 TORONTO, CANADA SEPTEMBER 2nd, 1922

EXPLOITATION

EXPLOITATION is another word for showmanship, both words mean taking the product you have in hand and properly marketing it. Producers and Exchanges are giving the matter of exploitation their most careful attention. Press books and press sheets are beginning to be free from the thrilling news that told the exhibitor, newspaper and editor of the Trade Papers that "Little Gumdrop" just loved taking her dog for a walk and wiping the noses of the Children of the Ghetto she happened to encounter. When newspapers refused to publish this kind of "sloppy mush," and Trade Papers said, "Do you think that story will sell your picture to the exhibitor? When exhibitors repeatedly asked the Exchanges, "What will I tell my patrons to get them in?" producers took a good look at the "sloppy mush" for which they were paying so many hundreds a week; and found voice to say, "Young man, here is a picture, stir up some ideas of how to put it over, or go West, young man, go West." It so happens that some heads do not stir as easily as others, when it comes to marketable ideas, and many a "sloppy musher" went West. The result was that new men were engaged with the ability of finding marketable qualities in a picture which even the author and producer had not discovered; and it is these ideas which helped to sell the picture for the producer, and for the exhibitor.

We must not forget in the big strides which exploitation is making, in the concentrated attention exploitation is receiving, that the Moving Picture Industry is indebted, to its solving of the "sloppy mush" problem, to the Trade Papers. It was the Trade Papers which, in reviewing pictures first, told the exhibitors how to advertise certain features of the picture, star, author's name, "catch lines" in order to attract their public. However, the main issue is that we have exploitation, that it is daily, hourly reaching a nearer stage of perfection; and that exhibitors should utilize every advantage which this exploitation gives them, for they are paying for it indirectly.

Some people only value those things which cost money. The higher priced the product is, the more valuable does it become in the eyes of this kind of a purchaser. Because exploitation is given away by the Exchanges some exhibitors may feel that it is of no value to them. This kind of an exhibitor belongs to the class of purchaser we have just been talking about. The one who values everything by how much it costs. This kind of an exhibitor will have to pay through experience, and experience is the most costly piece of merchandise that there is on the market, that values are not always to be measured up by dollars, some of the most ordinary, inartistic and shoddy of products have a big price put upon them in order to market them, for the dealers in this kind of product know the human weakness and psychology in regard to price; and that where the price is high, the kind of buyer we have been talking about, and the world is full of them, will conclude, "It cost so much it must be good." Exhibitors, the cost of anything does not make it good. The exploitation departments which have been opened by various exchanges, and the ideas which these departments are giving away to you should be judged as if you were paying a hundred dollars an idea for them. It is these ideas which will pay your rent, your taxes, feed you, clothe you, you and your wife and children, it is these ideas which will give you a bank account; and fulfill the dream that when it is time to retire from business there will be the necessary capital to support your retirement.

The bigger the picture, the more necessary is the carrying out, even to the smallest detail, of its exploitation. Get them in, that is the first piece of showmanship that you should display. If you are not certain of the strength of your feature there is no excuse for any uncertainty in regard to the strength of your show. There are so many short-reel subjects on the market to-day, of proved quality that the exhibitor need not ever be in doubt about sending his patrons away satisfied. Get them in, that is the one and only big idea that you should work upon. The problem of good pictures has been almost solved for you. The market abounds in them. The producers know that a good title and exploitation angles in a picture will not get the money unless the picture can at least live up to sixty per cent. of what can be said about it; and a sixty per cent. entertainment quality, in conjunction with a hundred per cent. exploitation value, is good enough for any exhibitor to handle.

While all this talk about the public getting tired of Moving Pictures is being circulated, by that kind of public which was always tired of Moving Pictures, it might be interesting to report that one of the wisest of the picture heads has just opened a new theatre in San Francisco, the Warfield, Loew house, reputed to have cost $1,250,000. He knows the general public are still keen about good pictures.

—RAY LEWIS

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STRONG LIST OF NOVEL COMEDIES PROMISED BY CHRISTIE FOR FALL

THE Christie Film Company's fall program of new two-reel comedies is mapped out and ready to go, with the first two pictures already made and the stories and casts selected for the next three productions, work on which is now going forward at the studios in Hollywood.

The first release of the new series of Christie Comedies is to be "That Son of a Sheik," which is Christie's burlesque version of all the desert pictures rolled into one. Neal Burns is featured in this production which has just been finished under the direction of Scott Sidney. Viora Daniel, playing opposite Burns, is also prominent, and others in the cast are Lincoln Plumer, Lydia Yeamans Titus, and Henry Murdock. The picture was made chiefly at Oxnard, which is described in the subtitles as the great movie desert, where camels are said to be so plentiful the farmers use them for drawing plows, and where many of the suburbanites are frequently drafted to double for Sheiks and bad men of the Arabian desert.

The second picture of the series will present Bobby Vernon in "Pardon My Glove," a story of the prize ring, staged by William Beaudine. Vernon is supported in this new story by Vera Steadman, Tommy O'Brien, Zack Williams and others. This comedy will soon be completed. The story was written by W. Scott Darling.

Other new pictures coming up in the fall program are Dorothy Devore, with George Stewart, in "Let Her Run," a situation farce comedy of race tracks and paddocks. This is the first picture Al Christie has personally directed since returning from abroad. In the cast with the principals are Lincoln Plumer, playing the father, and some well known jockeys doing the roles of trainers, stable-boys, etc. The picture is being produced at Reno, Nevada, and Riverside, California, where good racing atmosphere is secured and at the studio, a large part of which has been transformed into paddocks and stables.

Frank R. Conklin, who returned from Europe soon after Mr. Christie, is at work on a story for Neal Burns which will be presented in another variety of atmosphere, that of a house-boating expedition. Charlotte Merriam has been engaged to play opposite Burns in this picture. Director H. Beaudine starts work on another Bobby Vernon comedy to follow shortly in the series.

Christie points out that this new series will offer a still greater variety of plots and atmosphere than the preceding series in which such outstanding successes as "Oh Buddy," "Saving Sister Susie," "Oh Promise Me," "Cold Feet," "A Barnyard Cavalier," "Bucking Broadway," and "Mile-a-Minute Mary" were presented.

The new series will contain twenty pictures, releases of which will start early in September.

Ottawa Regent Plays Educational-Filmcraft "Radio"

The Ottawa Regent had a one-reel educational entitled "Radio," which gave a pictorial presentation of the mechanical side of wireless telephony. Manager Kennedy used large window cards for this one subject alone, these being used in local radio supply stores, music houses, hardware stores and other places of business.

Universal Releasing "The Storm" in Montreal, During This Week

Universal Film Corporation announce that they are releasing "The Storm" at the Capitol, Montreal, in September, and that every indication at present is that this picture will score one of the big hits of the year.

EXHIBITORS!

Before buying pictures read what the advertising pages of The Digest have to offer.

Prize of $250 To Be Paid For Best Title Suggested

Thomas H. Ince has offered a prize of $250 for the best title suggested for one of the special productions on his fall releasing schedule. "Jim" is the working title of the picture which relates the love story of an intensely modern woman and a primitive man.

Based on an original story by Bradley King, the picture grew in magnitude during production until a title was needed that was big enough to carry some idea of the powerful theme. Ince finally hit upon the scheme of a nation-wide contest title, notices of which have been sent out to more than six thousand exhibitors, newspapers and trade journal editors.

Milton Sills, John Bowers and Marguerite de la Motte head the cast. The picture was directed by John Griffith Wray.

Arcade Theatre Damaged by Fire, Continues Business as Usual

Considerable damage was done to the Arcade Theatre, Montreal, recently, by a fire which broke out in the early morning and lasted for close on an hour. It started just beneath the moving picture projection, and the floor of the gallery was badly burned, while the lower part of the theatre sustained considerable damage by water. Manager Denis was unable to estimate the damage, but stated that the loss would be fully covered by insurance. Despite this, however, the theatre was open for business the same day, and was taking in the usual receipts.

C. M. Crawford, Representative For Mazda Projection Machines

C. M. Crawford, former special Canadian representative for Fox Films Corporation, has returned from a Maritime Province trip where he installed the first two Mazda projection machines in Canada, at the Community Theatre, Halifax. Mr. Crawford has since made a similar installation at the Passe Temps, Montreal. He has opened offices for the sale of these machines in the Allbee Building, and is getting a goodly number of enquiries.

Harry Price Reports Business Good in Maritime Provinces

Harry Price, General Distributing Manager for Eastern Canada for the Stephenson Attractions, has been making a tour of the Maritime Provinces recently and is now back in Montreal. He reports that everything is of the best in the East.

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EDUCATIONAL PICTURES

1922 - 1923

A BOOKLET was mailed last week to exhibitors in Canada, presenting Educational Pictures for 1922-1923.

Keep this booklet on your desk throughout the year. Every Short Subject presented is a feature in itself.

The products listed will ***balance*** any program, and you need some of them for ***every*** program.

If you have not received your book, write us immediately and we will mail another. No exhibitor should be without this Short Subject Guide for 1922 - 1923.

CANADIAN EDUCATIONAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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MANAGER ROSENTHAL WALKER THEATRE, GETS A FULL PAGE, ON "THE SHEIK'S WIFE"

MANAGER ROSENTHAL, of the Walker Theatre, Walkerville, exploited "The Sheik's Wife" to such excellent advantage that splendid returns were his reward. A full page in the "Border Cities Star," in which tie-ups with the Chevrolet Car, Drug Stores, and other merchannts started the receipts rolling up to S.R.O. size. The advertisement used in connection with "The Sheik's Wife" was well written, attractive enough to call attention to it without being maudlin or ill-advisedly sensational. We republish part of the subject matter of this add because of its good style. The adjectives used, "Artistic—Unusual—Compelling—Absorbing," are especially good. Quotations from several papers were boxed in with the caption "Read What Others Think About This Picture." Quotations as follows: "All There was in 'The Sheik' and then some," New York Globe. "The Sheik's Wife is something different in a story of the desert," New York Times. "The Sheik's Wife" takes rank with the best and has the true Orient atmosphere." New York Mail. Filmed In The Heart Of The Arabian Desert is another prominent line used which is good. In conjunction with this advertisement there was a cut of a masked woman and under the cut the following descriptive matter, which embodies the other exploitation used.

"The above unnamed lady, who is slightly disguised, will drive around town on Monday from 11 a.m. till 12, and again from 4.30 till 5 p.m., in a brand new Chevrolet Sedan, which is loaned to her by the Easton Edwards' Motor Sales Company. She will be masked, too, so take a good look at her so that you will be able to remember her again when she appears without her mask. After her little joy ride she will go out on a shopping trip from 2 till 4 p.m., and again 5 till 6, during which time she will visit all the stores advertising on this page. At about 4.30 she will post a letter in the post office, in the outside box. Between 8 and 8.15 p.m. she will buy a ticket at Walkerville Theatre.

Catch her in any one of these stores, address her thus: If you are a gentleman, raise your hat, if not don't bother. Then say: "Madam you are the Mysterious Sheik's Wife." If you are correct in your guess, she will admit it. Then, providing the store in which you catch her is offering a special prize for catching her in that store, take her to the proprietor for identification which will be by a card that she will be carrying. Then bring her to The Star Office for identification.

First prize, 10.00 cash and a six months' pass to the Walkerville Theatre.

Second prize, $5.00 cash and a three months' pass to the Walkerville Theatre

Third prize, two months' pass to Walkerville Theatre.

To all succeeding contestants two pairs of tickets to Walkerville Theatre.

Her Description.

Height 5 ft. 3 in., weight 128 lbs., eyes brown, complexion rather fair and clear, teeth perfect. She is well formed, has rather a full face and lives in the Border Cities. She has two small feet, one right and the other left. Her head is set squarely between her ears and her neck is between her head and her body. Now catch her.

After each time she is caught she goes back and visits these stores until evening. No one can catch her more than once.

Fred Trifts Who Was Murdered was Co-Exhibitor With H. J. Anderson of St. John

Fred Trifts, recently murdered in his car in St. John, the body being found in the early morning, with skull crushed, was formerly in the motion picture business as an operator and later as an exhibitor. He conducted two houses in Halifax, and later removed to his home city of St. John, where he operated the Gem, in association with H. J. Anderson, of St. John, Mr. Trifts being manager. The Gem was destroyed by fire, and although a start was made, the building was not rebuilt.

William Farnum "Shackles of Gold" Goes Over Big At Queen's, St. John

William Farnum in "Shackles of Gold," a Fox production, directed by Emmett J. Flynn, created favorable comment at the Queen Square, St. John. This house has a new flat scale of twenty-five cents for night shows.

Second Picture of New Christie Series Delivered

The second picture of the new series of Christie Comedies for Educational, which has just been delivered and is being prepared now for release, is a college and prize fight picture called "Pardon My Glove."

Bobby Vernon, who is featured, has the role of a college boy who is so clever with his fists that when he is put out of school he turns professional. His professional career does not last long, for Vera Steadman, as the daughter of the champion's manager, soon makes him decide to "do his fighting at home." But the career lasts long enough to include some fast and furious boxing ring scenes that are filled with as much good comedy as has been put into any prize fight story for the screen.

Others in the cast include Tommy O'Brien, Zack Williams, Ward Caulfield and George Pearce.

Lillian Gish and Wally Reid

Where can you find a stronger combination? See them in "The Fatal Marriage"

Mgr. John Fiddes Employs Special Artists For Lobby Displays

John Fiddes who employs two special artists to assist him in lobby displays at his house, the System, put over some attractive designs in his offerings of "Man to Man" with Harry Carey and "Afraid to Fight" with Frank Mayo.

Lyric In St. John Becomes Venetian Garden Dance Hall

The Lyric, formerly used as a picture house for many years in St. John is now a dance hall, under the name of the Venetian Gardens. This house was owned by F. G. Spencer, of St. John, for many years, being located upstairs.

William de Mille Finishes "Clarence" For Paramount

William de Mille, having completed his next Paramount release, "Clarence," which is now being cut and assembled, will start in September his new production, "Notoriety," with Bebe Daniels. This story was written expressly by Clara Beranger, who adapted "Clarence" and other William de Mille productions for Paramount, as a vehicle for Miss Daniels and a cast of great strength is now being assembled.

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INCE TO PRODUCE NINE SPECIALS FOR THE ASSOCIATED FIRST NATIONAL

"SKIN DEEP," a melodrama of the present reconstruction period with Milton Sills, Florence Vidor and Marcia Manon in the cast.

"Some One to Love," a C. Gardner Sullivan original human interest story of a runaway circus waif, her elephant "Oscar," and a boy musician, with Madge Bellamy, Cullen Landis and Noah Beery in the cast.

"The Hottentot," from William Collier's stage comedy success, with Douglas MacLean, Madge Bellamy and Raymond Matton.

"Jim" (working title), a Bradley King original American drama with Milton Sills, John Bowers and Marguerite de la Motte.

"The Brotherhood of Hate" (working title), a Southern drama with Lloyd Hughes, Frank Keenan and Marguerite de la Motte.

"A Man of Action" (working title), a mystery comedy with Douglas MacLean, Marguerite de la Motte and Raymond Hatton.

"Sunshine Trial" (working title), a comedy special with Douglas MacLean and Edith Roberts.

"Bellboy Thirteen," a Douglas MacLean comedy.

Maurice Tourneur's "Lorna Doone," the screen adaptation of R. D. Blackmore's world famous classic, with Madge Bellamy, John Bowers and Frank Keenan.

UNIVERSAL TO FILM "THE HUNCHBACK OF NOTRE DAME," HUGO'S NOVEL

UNIVERSAL has definitely decided to film "The Hunchback of Notre Dame," Victor Hugo's famous novel. Word flashed to the Coast from the Universal Home Office early this week to begin work on the film, which is planned to be the biggest picture of the year for Universal.

The Universal Scenario Department already has begun to whip the continuity into shape, and the location and production departments at the big Universal studio plant are undertaking the preliminary steps necessary for the construction of the various sets.

Universal is not only to announce its selection of star or director. It is understood that negotiations are under way for the services of one of the best known stars in the industry to play the role of the Hunchback. An announcement is expected within the next week.

"The Hunchback of Notre Dame" is one of the great classics of literature. It is one of the pieces upon which Hugo's fame was founded. To put its drama upon the screen and to interpret its psychology and characters properly will take untold care in production, direction and acting.

J. M. Mullin, Special Representative of F. B. O., Gives Entertainment on Ship

J. M. Mullin, special representative of the Film Booking Offices, with Messrs. Blackman and Alexander of the Associated Screen News, gave a picture entertainment on board the Atlantic liner, "Regina," in port at Montreal recently. John Fiddes and Bert Mason, well-known Montreal picture men, added to the entertainment with songs. Mr. Mullin promised on the next docking of the ship to give a special screening of "In The Name of The Law." Following the entertainment the picture men were the guests of the ship at a banquet where they all did themselves well. There are rumors around of some deal with a big Trans-Atlantic steamship company to carry pictures on board their ships eventuating as a result of this little flutter, but that is still on the knees of the gods.

Nita Naldi Signs Five-Year Paramount Contract

Nita Naldi, whose portrayal of the role of Dona Sol, the Spanish vamp in "Blood and Sand" has been unanimously praised by the New York and Los Angeles critics, has been added to the cast of Alice Brady's new Paramount picture, "Anna Ascends," which is now in production at the Long Island Studio. Miss Naldi will have a feminine crook role in the picture which is said to give her an opportunity to equal her work in "Blood and Sand."

As a result of her good work in "Dr. Jekyll and Mr. Hyde," "Experience," and "Blood and Sand," Miss Naldi was given a five-year contract by Paramount recently. Her work in "Anna Ascends" will be the first she has done at the Long Island studio since she played Passion in "Experience" more than a year ago.

Lloyd Hamilton Speeds Merrily In "The Speeder"

In Lloyd Hamilton's first feature two-reel comedy for Educational, "The Speeder," practically every known make of automobile, representing some $200,000 worth of investments, will be seen. The comedian succeeded in having traffic tied up on busy Sunset Boulevard, in Hollywood, for fifteen minutes, and in that time a large number of wealthy motorists, riding in the most expensive cars, worked in the picture as "extras," but without pay checks.

According to the auditor of the company, however, the company alone had machines in this scene worth $25,000. There were three machines of brands that rank with the most expensive, and there was—a flivver.

Program at Ottawa Theatres Make Special Appeal to Horse-Racing Crowds

Programmes at Ottawa, Ontario, theatres, during the week of August 28th were of a decidedly "horsey" nature because of the presence of the ponies for the fall meeting of the Connaught Park Jockey Club. Manager Ben Stapleton, of the Centre Theatre, came out with "Queen o' the Turf" as the attraction for the whole week, and the whole city was liberally placarded with appropriate posters. Manager J. C. Kennedy, of Allen's Regent Theatre, played "Chain Lightning" for the first half of the week, and boosted this feature by issuing a "special sporting extra" of "The Ottawa Journal," which consisted of a regular edition of the paper with the front page overprinted with an announcement of the result of the race as depicted in the feature. This was done in red ink over the regular page, and down at the bottom was a reference to the theatre. These papers were distributed free in front of the theatre and they were quickly grabbed up.

Manager Harry Brouse, of the Imperial Theatre, Ottawa, specialized with a comedy, "Horse Tears," in which appeared "Queenie," a trick horse. This was shown as an added attraction for "The Beautiful Liar," starring Katherine MacDonald.

When D. W. Griffith Produced THE TWO ORPHANS He Selected LILLIAN GISH For One of His Leads. She Plays In His Other Production "THE FATAL MARRIAGE"

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"PILGRIMS OF THE NIGHT" PLAYS THREE TORONTO THEATRES SAME DAY AND NIGHT

"PILGRIMS OF THE NIGHT," an Associated First National Attraction had its premier showing in three down-town theatres in Toronto, The Variety, Photodrome and National, playing the picture same day and date.

Elaborate lobby displays are being utilized by each exhibitor, the theatres utilizing different ideas for this kind of exploitation. The Photodrome has a night scene of the sky-line of London, with its Houses of Parliament, and London Bridge in the distance. All windows are illuminated and the Bridge lights burning.

The National has a jail front with cells and occupant in prison garb, while the Variety is depending on just a suggestion of a jail scene and large sacks lettered, 400,000,000 francs stolen from the French Sub. Treasury. Such captions as "London Mansions and Parisian Dives," "Scotland Yard and the French Secret Service," "She Was an Apache's Daughter," "A Baffling Mystery which puzzled the Police of two Continents," were used as selling arguments and the proof of the drawing ability of this exploitation is exemplified by the attending crowds. The best answer to the quality of the picture is that the crowds keep coming.

"HAIL THE WOMAN" HAS A BIG IDEA PLUS A BIG MESSAGE

I CAME home after viewing "Hail The Woman" confident in the belief that here was a picture which had a real excuse for being. The idea was there, expressed clearly, forcibly, teaching without preaching, the tolerance of the sexes, one toward the other, better than any sermon could teach it. Not only tolerance, but a tender and just understanding. A cast of stars, cast for such parts as best suit their individuality, director's skill in taking advantage of the "big moments," of securing photographic beauty, of harmonizing all parts to make an even production.—(Editor.)

Cas. Stephenson States That He Is Interested in Distribution Only

In a recent interview with Chas. Stephenson, Stephenson attractions, *The Digest* was informed, that the rumor in reference to Mr. Soskin, "Bud" Lennon and himself interested in the acquisition of theatres, was unfounded. Mr. Stephenson states that his main interests are centralized in distribution of pictures.

The Canadian Rights Sold On Hallroom Comedies

Regal Films are reported as having purchased from C.B.C. the Canadian rights to their series of Hallroom Comedies. This is the 1922-23 series of two reelers.

Stock Company For Family Theatre, Ottawa, This Season

The Family Theatre, Ottawa, owned by Mr. Harry Brouse, opened Labor Day under the management of Jack Sloanes. A stock company will present its offerings.

Mgr. Mandill, Casino, Ottawa, Building Up Big Business

Manager Mandill, of the Casino Theatre, Ottawa, Ontario, is playing Pathe, Vitagraph and Equity releases with two performances daily, and is steadily building up a patronage since taking over the theatre a few weeks ago. Programmes are changed twice weekly and prices range up to 45 cents.

Opera, St. John, To Return To Straight Pictures

The Opera House, St. John, will return to straight pictures in September. During most of the summer, tabloid repertoire companies have been played. The house price for pictures is ten and fifteen, twenty-fice at nights, and ten and fifteen at matinees. For the tab, the night scale is fifteen, twenty-five and thirty-five.

A. B. Cass Married In Toronto

A. B. Cass, Manager of the St. John office of the Famous Players Corporation passed through Montreal recently on his way to Toronto where he will be married. Congratulations are in order.

Stock Stunts For Selling Seats All The Time, By Will Stewart

For the Lobby; Illuminated Posters are always effective. By building a shallow box, the dimensions of a one-sheet frame, and wiring the inside of same for light bulbs; and then placing a plain piece of glass in the door, a very effective illuminated poster frame can be obtained. The light shining through the litho at night would make a very attractive display. Shadow Box Poster Frames; with a little work you can build a box around your box-office with three-sheet frames. Paint this a dead black inside and place lights at the top and bottom inside of reflectors, the kind that are used on music stands preferred. These lights when properly adjusted will illuminate the poster and make it stand out in nice shape and also incidentally increase the attractiveness of the same. LIGHTED PHOTO FRAME: This is somewhat similar to the Shadow Box Poster Frames. Naturally the door would have to be partitioned off in order to hold a set of photos. Black and white stills would be preferred as they show up more sharply. However, with proper arrangement and strength of lighting, the regular color of sepia photos will work just as well.

DECORATIONS IN THE LOBBY: The lobby is to the theatre what a window is to a store. You have never seen a first-class store with their windows bare and unattractive. It is just as foolish for a theatre to allow this condition to exist as it is for a merchant. Try to have your lobby looking as neat and inviting as possible. Of course the lithographs and photos on the coming and current pictures generally take care of a portion of it. However, many times there is a lot of blank space left on the walls that can be used to good advantage. Exchanges will be glad to furnish you photos of various stars in 8 x 10's, 11 x 14's or 22 x 28's. By placing these in attractive frames, a great improvement can be made. If you have mirrors in your lobby, these can be utilized without destroying the practical value of the same by occasionally taking photos of the various stars, scenes from coming pictures, cutting out the principal object and placing them on the mirrors in attractive groupings. By using flour paste, they will very easily wash off, enabling you to make the necessary changes.

EXHIBITORS
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The New Exchange Building In Toronto—
Home of Canadian Universal.

WANTED.

Second Hand Theatre Chairs. Canadian Theatre Supply Co., 22 Dundas St. West.

Famous Players Film Service Big Business Where "Chain Lightning" Appears

The Allen Theatre, Windsor, Ontario, reported that "Chain Lightning" opened to $450.00 last Thursday, opening day of a three-day engagement at that theatre. The opening at the Colonial, Toronto, was equivalent to the opening of the biggest recent attraction; and the business on the second day at the Regent, Ottawa, increased by One Hundred Dollars. Kingston also had a big opening with "Chain Lightning." The St. Clair and Danforth theatres average about the same business, but on Monday night, the opening engagement of "Chain Lightning" at the St. Clair, that house did $166.00 more than the Danforth; and the Beach Allen Theatre, also playing "Chain Lightning," did the same business as the St. Clair.

Mrs. J. Rappaport Sells Her Toronto Theatre

The Crescent, Palace, on Dundas Street, owned by Mrs. J. Pappaport has been sold to Mr. Bernard Press for about $37,000, it is reported.

David Baden To Exploit Universal Century Comedies

Mr. David Baden, arrived in Canada from Universal City for the express purpose of exploiting Universal's Century Comedies. A brand new idea for these comedies is to be introduced, according to Mr. Baden. Fairy stories in two reels, containing enough of the fairy story so dear to children, will be embellished with comedy incidents which will provoke the mirth and attention of the grown-ups. Situations in Fairy Stories have unlimited possibilities for comedy scenes, and these the director of Century Comedies will take advantage of. "Baby Peggy" will appear in "Little Red Riding Hood," "Jack and the Beanstalk," "Hansel and Gretel," and many more of these stories so familiar to all. The comedies will be presented in two reels, and if given the attention which Universal have given their new serials, should prove as big a novelty and attraction.

Mgr. Joseph C. O'Leary Receiving Congratulations For His First Son

Joseph C. O'Leary, manager of the Imperial Theatre, Ottawa, Ontario, is receiving the congratulations of his friends because of the arrival of a son in his family domicile, this being the first child in the family.

PICTURE THEATRE EQUIPMENT FOR SALE.

Complete picture equipment, consisting of 410 chairs in good condition, two Simplex Machines, (motor-driven), complete five Oscillating Fans, Wurlitzer Organ, original cost, $2,700; Wagner Converter, Fire Extinguishers, Photo Frames, Light Fixtures. Will sell at a sacrifice, must be sold before October 12th. A real opportunity to secure the best equipment possible. G. Floy, 3265 Dundas St. West, Toronto. Will ship to anywhere in Canada.

"Foolish Wives" Continues To Break All Records

Universal are in receipt of a wire from Vancouver, where "Foolish Wives" is playing at the Allen Theatre, that the attraction opened to capacity, even breaking the record of opening date necessitated both box-offices closing their selling of tickets repeatedly.

Mr. D. C. Brown,
Griffin Theatre,
Owen Sound, Ont.

Dear Mr. Brown,—

We are in receipt of the post-card and half-sheet, advertising DANGEROUS CURVE AHEAD. Please accept our compliments for the way you are handling this.

We have handed these on to Mr. Chantler, the Goldwyn representative for Canada, who, in turn, is sending them on to New York. No doubt you will hear further re this.

We are looking forward, with interest, to hear how you came out with this picture, and would like to hear from you often. It is a pleasure, indeed, to keep in touch with a live man.

Wishing you every success.

Very Truly yours,
FAMOUS PLAYERS FILM SERVICE, LTD.,

New Record Reported For Universal, "The Storm"

"The Storm," Universal's Jewel production, starring House Peters, of Langdon McCormick's celebrated stage play, opened to the biggest business ever experienced in the city of Seattle, so reported the Canadian Universal, who are releasing this picture.

Despite strong counter-attractions, "The Storm" played to more than 15,000 admissions during the first three days of its run, it is stated, breaking all records at the Columbia.

The opening day's attractions was 5,170, the second day's attendance 5,071, and the third day's 4,146, with a promise of building up for the rest of the engagement.

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PARAMOUNT EXPLOITATION EXPERT SIGNS WITH UNIVERSAL

FRED. V. GREENE, JR., one of the best known moving picture exploiteers in the industry, has been engaged as Exploitation Man for the Big "U" Exchange, Universal's New York distribution centre. He has been a Paramount exploitation man for three years, first in Denver and then in New York.

Greene has been in the show business almost all his life, having been a writer of vaudeville acts and plays before entering the moving picture field. During the War he lived through a series of harrowing experiences in the Near East, where he was caught in enemy territory as a commercial agent. He narrowly missed being executed as a British spy in Syria.

The new Big "U" exploiteer is faced with the task of building up for the Universal Exchange a thorough system of co-operation with exhibitors. Theatre owners, who book Universal pictures are being assured of maximum assistance in putting over those pictures.

Long experience with the picture situation in and around New York, and wide-spread acquaintance among the exhibitors, has taught Greene just what the exhibitor needs in the way of exploitation.

Greene is now helping various New York exhibitors with "The Storm," the big Universal Jewel, starring House Peters. He also is supervising the follow-up exploitation for "Human Hearts," now playing at the Central Theatre, New York.

S. E. ABEL, FOREIGN MANAGER FOX CORP., COMMENTS ON FOX RELEASES

MR. S. E. ABEL, Foreign Manager of the Fox Film Corporation, was in Toronto for a short business visit when interviewed by *The Digest* stated that he expected that the forthcoming season would be the biggest in the history of the Fox Film Company in Canada.

"Mr. William Fox has given us," Mr. Abel stated, "a product this year that is more outstanding than ever in quality, and we are sparing no effort to see that it is distributed to the finest possible point in Canada, and to assist the Canadian organization we have secured the services of W. A. Bach, formerly General Manager of the Famous Lasky Corporation in Canada to act as special sales representative in this country."

"Mr. Bach, who will eventually cover the entire territory, will work in conjunction with the present sales organization, particularly concentrating on carrying the Fox message and really unusual selling plan to the more important key centres of the country."

"Mr. W. F. Barrett, Canadian General Manager, who recently completed a through trip of investigation throughout the country, is now in a splendid position to supervise and check closely the results from the above-mentioned campaign, which is undoubtedly the most complete that we have ever attempted in Canada."

"In other words, Mr. Fox decided to go the limit this year to see that the maximum number of people see Fox Pictures this year in Canada, and that more exhibitors than ever come to a realization of the potential money-making qualities possessed by Fox Pictures this year even when compared to the superlative product of past seasons."

ASSOC. FIRST NATIONAL ATTRACTIONS PLAYED NINE FIRST-RUN THEATRES

HAVING the attractions plus the ability to properly market them appears to be the good fortune of the Associated First National, who appear to be getting the first-run business of Toronto. Covering a period of five weeks Associated First Nationals played nine first-run theatres in Toronto, theatres and attractions as follows: "Beautiful Liar" at the Allen, Richmond Theatre, week of July 17th. "The Woman He Married," Allen Richmond Street Theatre, week of July 24th, and during that same week Loew's played "Courage." August the seventh was the week in which three first-run theatres, Loew, Pantages and Strand played respectively, "Cup of Life," "Seventh Day," and "Primitive Lover." August the twenty-first saw "Hail The Woman" at the Strand and "Jim The Penman" at Loew's. While August the twenty-eighth saw the presentation of "The Silent Call" at Allen Richmond Street Theatre. Exhibitors who are following pictures should find a guide in this list of theatres and attractions.

Exploitation Accessories Should Be More Fully Utilized By Exhibitors

Accessories, such as heralds, window cards, balloons, pop corn packages, cut-outs, pictorial panels and other advertising novelties which Stewart of the Associated First National lies away at night, scheming about, should be utilized a little more fully by the exhibitors. Mr. Stewart has charge of the exploitation of Associated First National, and his reputation for exploitation started before very many had even started to think of exploitation in regard to pictures. Mr. Stewart states that exhibitors secure these advertising appeals from him and other exploitation departments and are losing money by not exploiting these to their fullest advantage.

L. R. Acker's Theatres To Continue With Straight Pictures

L. R. Acker, proprietor of the Orpheus and Acker's in Halifax, is campaigning on harness racing tracks of Eastern Canada and Maine with a stable of four horses, and is one of the leading winners of that section. The Orpheus has remained open during the summer, but Acker's has been closed for two months. The reopening will take place in September. Both will play straight pictures.

Two New Picture Houses For Maritime Provinces

Two new picture houses will be opened in September to replace houses destroyed by fire. They are the Bijou in St. Stephen, directly on the Maine border, and the Gem in Fredericton. The latter theatre is being built by F. G. Spencer, of the Spencer Circuit, St. John.

Sixteen Distributing Agencies For Pictures Resident In St. John

There are now sixteen agencies in St. John, catering to the Maritime Provinces exhibitors, and with the prospect of several more before the snow flies. Included in the sixteen film agencies are three English distributors.

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WHITE A·C
Columbia
SPECIAL
CARBONS

A *SILENT* alternating arc was believed absolutely impossible. . . . . Today, the projectionist everywhere is making perfect projection on alternating current—*silent, constant, and brilliant*—with the marvelous

Columbia
White A. C. Special
Carbons

It is never necessary to spend a penny for extra equipment to obtain excellent low-cost a. c. projection in any theater

Write for folder
CANADIAN NATIONAL CARBON COMPANY
Limited
Toronto, Canada

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Some Simple Suggestions on Banking

Book these FIRST NATIONALS TO PLAY EARLY DATES

ASSOCIATED FIRST NATIONAL PICTURES INC.

Deposit your SURPLUS PROFITS from their exhibition in the BANK

"Hail the Woman"

Thos. H. Ince's Dramatic Thunderbolt

"The Silent Call"

A Record-Breaking Special with "Strongheart the Wonderdog"

"Pilgrims of the Night"

A Sure Fire Pleasing Entertainment of Thrills

"Smilin' Through"

Norma Talmadge's Greatest Achievement and Box-Office Stimulator

---

Climb Aboard the Ship of Success by Showing

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

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Sept. 9th, 1922.

CANADIAN MOVING PICTURE DIGEST

BUSTER KEATON

What's the matter, Old Timer! Theatre sick?

Dr. Buster Keaton—Dr. Ben Turpin and Dr Mack Sennett

at your service.

Good Comedies make your "Once in a While" Patrons, your Steady Customers.

"The Boat," "The Paleface," "Cops," "The Blacksmith," "My Wife's Relations," "The Playhouse."

Can Our Salesman Call on You?

FIRST NATIONAL PICTURES

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

TORONTO, CANADA
SEPT. 9th, 1922.

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D. W. Griffith

Lillian Gish **Wallace Reid**

Three Box-Office Magnets

which you can utilize in your exploitation of

THE FATAL MARRIAGE

adapted from

Lord Alfred Tennyson's *"Enoch Arden"*

If you can't make money with this picture, you can't make it with any picture.

FAMOUS PLAYERS FILM SERVICE LTD.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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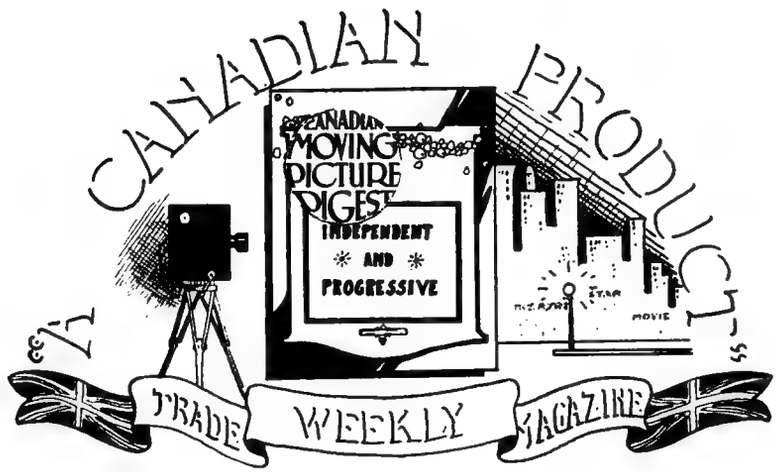

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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HARRY J. MANHEIM
Business Manager

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GOOD TIMES!

EXHIBITORS, it looks like good times, not because we say it, but here are the facts. Every exhibitor knows that the crop in Canada is the barometer of the business activity here. Crops this year have by far exceeded even the most sanguine expectations. "The Winnipeg Free Press" publishes the following statistical information:—

"Total grain production of 903,919,800 bushels, as against 631,984,500 bushels (Government final estimate), produced in 1921.

"Based on October prices this year's crop, when delivered at the head of the lakes, will be worth $590,931,-521, the most valuable crop Canada has produced with the exception of the crop of 1915."

When it is understood that the greater portion of Canada's crop is exported, in proportion greater than any country in the world, the reason for the coming prosperity can be found. Last year about this time Canadians were losing 12 cents on every Canadian dollar exchanged into American money, to-day Canadian money is at par.

The fruits of this prosperity are essentially Canadian. Canadian soil and seed, Canadian brawn and effort; plus a Divine Beneficence or Accident, call it what you will, which dealt with these crops in regard to weather. All Canadian enterprise and trade will share in the prosperity which is now inevitable. But because of a prodigality of good fortune, Exhibitors who will receive a big percentage of this prosperity have no need to eliminate the careful selective attitude which they found most necessary to adopt during the period of business depression.

Buy slowly, thoughtfully, carefully. Buy from those interests which are interested enough to link your future with theirs; and Canadian enough in spirit to leave a little of the money you give them in the country which is giving you both your money. *Digest* advertisers should receive your first consideration in buying. *Digest* advertisers are sponsors of the idea of independence, freedom from monopoly, healthy and sane competition, expansion without the idea of "grabbing," a fifty-fifty deal on a chance of profits and fair play. *Digest* advertisers are leaving a little of the Canadian dollars they are earning in Canada by helping Canadian enterprise. *Digest* advertisers know that the *Canadian Moving Picture Digest* is an Exhibitor's paper, and they are satisfied with this policy, knowing that their business is from the exhibitors.

The exhibitors of Canada know that the *Canadian Moving Picture Digest* has not sold its birthright for a "mess of potage," because *The Digest* desires to give every unit in the Canadian Moving Picture Industry an equal chance to have their product marketed and exploited. Exhibitors know that they have been receiving *The Digest* for the past six years, a great many without even one paid subscription, because *The Digest* desires to give its advertisers a 100 per cent. representation; and to instill in Canadian Exhibitors a certain pride in the possession of their own Trade Paper.

It is not so very long ago that *The Digest* was the only publication which answered the steady stream of Moving Picture Attacks, published in the newspapers and other Canadian publications.

Should a man be gauged by how much money he has, or by his standing in the community in which he lives? The same rule applies to a publication. Judge it by its editorial policy. A Trademark which removes its advertising from a publication because it cannot stand the truth is not the kind of a Trademark which will yield the Trade any advantage, let it die; and a publication which is afraid to express a fair opinion about any Trademark, for fear of losing that Trademark as an advertiser, has not enough "guts" in its insides to give it an excuse for living.

—RAY LEWIS

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SHIPMAN PROMOTES NEW BRUNSWICK FILMS, LTD., WITH CAPITAL OF $99,000

GREAT interest is being expressed by the citizens of St. John, N.B., in regard to the plans being formulated by E. Shipman to produce "Blue Waters," adapted by Faith Green, from the novel by William Wallace, a Halifax author. The story is marine in its coloring and lends itself most suitably to the maritime locations which are to be fully utilized. A local company has been formed, to make this picture, promoted by Mr. Shipman. The company has been incorporated under the name of "New Brunswick Films, Ltd.," and has the following interesting board of directors:—Hon. William Pugsley, Lieutenant-Governor of New Brunswick; Hon. W. E. Foster, Premier of New Brunswick; E. A. Schofield, ex-Mayor of St. John; J. M. Robinson, of Robinson & Sons, Brokers; James MacMurray, of the Eastern Securities Company; R. T. Hayes, also a former Mayor of St. John; Rev. H. A. Cody, J. M. Woodman of the C.P.R., Wm. S. Allison of Manchester, the Robertson & Allison Co., F. G. Spencer, whose motion picture interests in the Maritime Provinces are very important and well-known, M. E. Agar, one of St. John's prominent citizens, and F. B. Schofield, of the Schofield Paper Company of St. John.

Mr. Shipman expects that "Blue Waters" will be completed by the 15th of November. Next year it is the intention of the company to take up other typical New Brunswick stories, using the works of native authors, such as those of Rev. H. A. Cody and Chas. D. Roberts for this purpose.

The capital stock of the company is $99,000, divided into 990 shares.

Faith Green has been busily engaged in meeting the various members of the clubs who have pledged themselves to lend their support to the project. At a meeting in the Board of Trade Rooms, Faith Green addressed a representative gathering of the members of the Imperial Order of the Daughters of the Empire, the Local Council of Women, the Woman's Canadian Club and other societies.

FIRST THREE PICTURES OF EDUCATIONAL CHRISTIE COMEDIES NEW SERIES READY FOR RELEASE

WHILE the new Christie Comedies have gone into production, the first three pictures of the new series through Educational Film Exchanges are now ready for fall showing. The 1922-23 production schedule includes many changes from last year's product, in variety of subjects offered and several additions to the acting personnel.

The first picture, "That Son of a Sheik," has already been announced, and in fact, has opened in a number of cities with pre-releases. In the second picture, Bobby Vernon dons fighting trunks and gloves. The comedy is "Pardon My Glove," a knock-down and drag-out comedy with a lady-like title. Vera Steadman, George Pearce, Tommy O'Brien, Zack Williams and Ward Caulfield play the main supporting roles.

The third picture will be a horse-racing story called "Let 'er Run," featuring Dorothy Devore. George Stewart, recently signed by Christie, plays the leading role with Miss Devore. In this picture, personally directed by Al Christie, there is promised the greatest comedy horse-race ever filmed, in other words, a race which would do credit to a feature production, filmed from a comedy angle.

Neal Burns will be featured in "Ocean Swells," which has gone into production at Balboa Beach and at the studio under the direction of Scott Sidney. This is a house-boating comedy by Frank R. Conklin. Prominent in support of Burns will be Sylvia Ashton, borrowed from Paramount Pictures; Charlotte Merriam and Bere Blackburn, a child of three and a half who does some remarkable diving and swimming scenes.

Al Christie has started work on "Choose Your Weapons," a large presentation of comedy characters in a mythical kingdom atmosphere. Bobby Vernon is featured. The comedy, taking place in a typical Graustark setting, is probably the biggest undertaking which the Christie studios have attempted in two reels. The large scale production will be backed up by many funny situations. Charlotte Stevens plays the leading feminine role.

Manager Kobold Making Dominion Theatre Pay

Manager Kobold, with the help of his talented organist, Walter Dolman, is putting over the Dominion Theatre with a good profit. It was formerly leased by the Allens.

Manitoba Exhibitors' Association Wins Against Carnivals

The Manitoba Exhibitors' Association, after several months' campaigning against travelling carnival shows, has at last induced the city of Winnipeg and the adjoining municipalities to prohibit these shows from exhibiting in spite of the handsome tribute exacted by the municipalities in licenses. It shows what organization and persistency can accomplish, as these shows are always a severe menace to the picture house business.

One-Woman Censor Board Rules Roost of Manitoba

The Manitoba Censor Board condemned five Vitagraphs the week of (Sept. 4th), and these included "The Man From Downing Street," passed for Ontario; "Divorce Coupons," and "A Virgin's Sacrifice," also passed in Ontario finally, two Corinne Griffiths productions, and two others, all sold to Winnipeg exhibitors. These were passed in Alberta and Saskatchewan, and some of them passed in Saskatchewan. The Manitoba Board is said to be a one-woman-affair, with no particular breadth of tolerance or vision.

Hodkinson Reports Bookings Good on Winnipeg Productions

The Winnipeg Productions Co., which made "The Foreigner" and "Cameron of the Royal Mounted," and sold them to Hodkinson Company on a percentage basis, is in receipt of $1,500 each week as their share of the profits, and this has been applied to a reduction of $90,000 borrowed by the directors to complete the pictures. Ernest Shipman, also is in receipt of a considerable sum weekly as his share. The Hodkinson Company state that the fall and winter bookings have largely increased the profits coming to the Winnipeg people.

Ben Bloom Reported To Be At Kalamazoo

Ben Bloom, former managing director of the Allen Theatres in Winnipeg, has gone into the importing goods line at Kalamazoo, Michigan, and will not return to Winnipeg. Some time ago it was reported that he was to accompany Mr. Bernard Allen on a world trip. Kalamazoo sounds Chinese allright, but it's in Michigan.

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My "Wild Irish Rose" Plays 8,177 Admissions During Two Days

THE Isis in Denver breaks all records with Big Vitagraph Special. Denver is one of the high spots in the progress across the country of "My Wild Irish Rose." One of the most elaborate and successful tie-ups in the history of the industry was effected, and all hands pulled harmoniously together.

Those concerned were The Isis Theatre, M. Witmark & Sons, music publishers, Columbia Phonograph Co., The Denver Post, and Vitagraph's Denver Branch.

The unusual success of the big drive simply shows what can be accomplished with a good picture, plus a wholehearted effort, regardless of weather conditions.

Here are some of the things that stirred Denver to the most remote suburbs:

The Denver Post, inspired by the little freckled face and big brown eyes of Mickey Daniels, started a freckle contest. And, O, boy! how that contest drew. The Isis offered $100 for the freckledest kid. Denver's crop proved to be a large one. There were 197 youngsters left over after the prize winner had been announced. Mr. Bonls, of The Post, rather than disappoint the children, added a new $1 note to the prize money for each of the 197.

The Isis put in a wonderfully beautiful lobby for the opening, with an attractive young woman in Irish peasant garb, distributing heralds. All Fox theatres ran the slides and trailers, and a singer furnished by Witmark & Sons sang "My Wild Irish Rose" at each performance in each theatre.

A private showing of the picture was arranged for the Catholic priests of the city, and a free matinee for the children of the orphan asylums.

A special matinee for the ladies, at which 1,000 white carnations, dyed green, were given away.

The Denver Post Radio broadcasting station sent out a "Wild Irish Rose" Night Program of Irish Melodies on opening night.

The first two days of the run of "My Wild Irish Rose" played to 8,177 paid admissions, despite the hot weather, and the opposition of an eighteen hundred seat house with a tremendously successful well-advertised feature.

VITAGRAPH

ALBERT E. SMITH PRESIDENT

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EXPLOITATION OF "THE FATAL MARRIAGE" WITH WEDDING INVITATIONS PROVE SUCCESSFUL

HERE'S a mailing card that is just packed with novelty and attention value that is bound to sell a raft of tickets. Have your local stationer or printer secure for you cards of the size and style on which wedding invitations are printed. The following matter is to be printed on these cards in the type face used to print wedding invitations.

Mr. D. W. Griffith of Mamaroneck, New York, announces the screen engagement of Miss Lillian Gish of New York City and Mr. Wallace Reid of Hollywood, Calif. You are urged to attend The Fatal Marriage on (Date here) at (insert street number of theatre). *R. C. P. C.*

The above card shows the style of type to be used. Use this as a sample to show your printer what you want.

At the time your stationer or printer secures the cards for you, have him also procure plain white envelopes of a size into which these announcements will fit.

Send these announcements out to your complete mailing list two days before the opening of "The Fatal Marriage" at your theatre. Don't have anything on the envelope other than the name and address of the person it is intended for, and have this name and address written by hand. In other words give the whole proposition as much of the atmosphere of a wedding invitation as you possibly can.

This is a whale of a publicity stunt and you're going to reap the harvest of your efforts at the box office.

"Hungry Hearts," Goldwyn Release, Directed by E. Mason Hopper

"Hungry Hearts" is an adaptation of the volume of short stories by the same title by Aniza Yezierska. It was directed by E. Mason Hopper and acted by Rose Rosanova, E. A. Warren, Bryant Washburn, Helen Ferguson, Georgie Siegmann and other popular screen players. It tells a palpitatingly human story of New York's East Side and is most realistically presented.

Manager Sam Weiner Doing Good Business At Regent, Winnipeg

The Regent Theatre, Winnipeg, is doing a good business since its opening a few weeks ago, under the management of Sam Weiner.

W. P. Wilson Manages To Make Garrick Profitable All Summer

The Garrick Theatre, Winnipeg, under W. P. Wilson's management, did a good business all summer. There was no change in admission, with 25 cents top. "The Man From Home" and "J'Accuse," were the first two September pictures and were largely patronized; no orchestra was in the house, the music being supplied from the piano.

"Broken Chains," Goldwyn Release $10,000 Prize Story

"Broken Chains," the story that won the $10,000 prize in the Chicago Daily News $30,000 scenario contest, is being edited and titled by its director, Allen Holubar. It is a story of regeneration produced on a big scale. In the cast are Colleen Moore, Beryl Mercer, Claire Windsor, Malcolm McGregor, Ernest Torrence and others.

Mr. W. J. Melody,
Mgr. Fox Film Corp.,
St. John, N.B.

Dear Mr. Melody,—I feel it my duty to write you and tell you what I think of OVER THE HILL. I want to say right here that OVER THE HILL is the most wonderful picture that I have ever seen, and is by far, in a class by itself. It cannot be compared with other pictures, because there is no other picture like it. You have nothing to equal it. No one else has. Its wonderful.

The second night's showing of a picture in a small town like this is a positive indication of a picture's worth, the people will tell you if it is good, or bad. My second night was larger if anything than the first, people came the second time to see it, and even wanted a third showing.

Yours truly,
B. L. Reagh,
Mgr. Princess Theatre,
Middleton, N.S.

E. H. Teal Takes Over Canadian Releasing Corp.

Mr. E. H. Teal has taken over the management of the Canadian Releasing Corporation, of which Mr. Roy Kerr was formerly manager. Mr. Teal continues in the same offices and is confident of much success in his territory.

All About Cast and Theme of "The Fatal Marriage"

THE CAST

Annie Lee .....Lillian Gish
Philip Ray .....Wallace Reid
Enoch Arden .....Walter Paget
Supervised by
D. W. Griffith
Based upon Tennyson's
Enoch Arden
Locale—England in the
nineteenth century
Type of story
Love drama
Length of production
Six reels

SYNOPSIS

Annie and Philip and Enoch are happy children together in a small fishing village. The bonds of friendship that keep them together are not impaired in the least when years later Enoch and Annie are married and Philip, the wealthy miller's son, is the first to congratulate them although deep in Philip's heart is a great and undying love for the little bride. Two children are born to Enoch and Annie and their happiness is abundant in spite of Enoch's prolonged absences at sea, where he serves as a fisherman. Enoch's poverty, however, impels him to accept an offer to go to sea and make his fortune. Annie pleads with him not to go. But Enoch, desperately anxious to win a fortune and make his family more comfortable, decides to go. The ship on which he sails is wrecked in a storm and Enoch and two companions are swept upon an uncharted island. The two men die and Enoch alone survives. He remains alone on the island for years, is reduced almost to the state of cannibalism when he is rescued by mariners who go to the island to replenish their water supplies. Then he goes home. In the meantime Annie, after waiting and waiting, has abandoned hope of ever seeing Enoch again. She finally marries Philip who has remained loyal through the years. A baby is born to them and Enoch, gazing through the window of Annie's new home, finds her happily surrounded by her little family. Rather than bring unhappiness upon the family Enoch goes away without letting Annie know of his return. Later he dies, without the secret of his homecoming being known.

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VITAGRAPH TO RELEASE IN CANADA URBAN, "GREAT BRITISH AUTHORS"

A NEW series of Urban Popular Classics are receiving finishing touches at Urban Institute at Irvington, N. Y., where James A. Fitzpatrick is finishing up his twelve one-reel subjects on "Great British Authors."

Fitzpatrick has just returned from England where he went to secure the material for the series.

The first reel in the series will be entitled "The Brownings." Besides its biographical content it will contain dramatizations of "Pippa Passes" by Robert Browning, and of "The Romance of a Swan's Nest" by Elizabeth Barrett Browning.

Alfred, Lord Tennyson, the second reel in the series. Two of his poems figure in the dramatic portions; "Home They Brought Her Warrior Dead" and "Crossing the Bar."

To Robert Burns, the third reel is dedicated. "Auld Lang Syne" and "Comin' Through The Rye" will be adapted.

"The Lady of the Lake," by Sir Walter Scott, is the fourth reel.

Robert Louis Stevenson's, "The Vagabond," will be fifth.

The sixth reel, devoted to Shakespeare, is almost exclusively autibiographical.

FAMOUS-PLAYERS FILM SERVICE BUY "WHAT'S WRONG WITH THE WOMEN"

"WHAT'S WRONG WITH THE WOMEN?" Daniel Carson Goodman's production for release on the independent market through Equity Pictures Corporation, will be issued to Canadian exhibitors through the Famous Players Service, Ltd., of Toronto, Canada.

The opinion of Mr. Cohn, representative of Famous-Players, coincided with those of Mr. Sam Zierler of New York; Sam Grand, of Boston; Joe Friedman, of Chicago, and Ben Amsterdam, of Philadelphia, four leading United States independent exchangemen who have already purchased the picture for their respective territories.

"It is seldom," stated Mr. Cohn, "That I have agreed so perfectly with the trade paper critics in their opinion of a picture. The reviews I had read on this picture naturally led me to expect one of the biggest independent productions of many years and I entered the projection room thoroughly convinced that the production would have to be 100 per cent. from every standpoint in order to enthuse me. I found it just that. Seldom have I seen a picture that shows such a keen knowledge of box-office values on the part of its producer. There is an appeal here for every class of people, and people of every age. It is a story which leaves a profound impression upon the mind, yet first and foremost it is entertainment, not preachment."

CHARLES L. STEVENSON OF TORONTO BUYS "MORE TO BE PITIED"

CANADIAN rights were sold last week on C.B.C. Film Sales Corporation's series of Six Box Office Winners, of which the all-star feature "More To Be Pitied" is the first.

It is announced that, according to a contract just consummated with C.B.C., the rights to all of Canada have been taken over by Charles L. Stevenson, with offices in Toronto.

Mr. Stevenson notified Jack Conn of the C.B.C. organization that pictures of the type of "More To Be Pitied"—melodramas with a universal appeal and heart interest, had a great appeal to Canadian audiences, and that the original stage play of Charles E. Blaney had been one of the greatest successes ever played through the Canadian provinces. Accordingly he said that, hearing of the excellent screening that had been given the play, he was very anxious to secure the feature for his territory, especially as the cast was so uniformly good, including Alice Lake, Rosemary Theby, J. Frank Glendon, Philo McCollough, Gordon Griffith, and Josephine.

Following his purchase this week, Mr. Stevenson wrote that he would launch a big campaign through Canada when he released the feature.

J. P. O'Loghlin Beginning Fall Campaign on New Releases

J. P. O'Loghlin, Managing Director of Canadian Releasing Corporation, is opening his fall season in great style. Mr. O'Loghlin announces that "I am the Law" for which he has bought the Canadian rights will be released shortly. The picture is from the novel by James Oliver Curwood, and stars include Alice Lake, Gaston Glass, Kenneth Harland, Rosemary Theby, Noah and Wallace Beery, and others. He also has the Canadian rights on the Eddie Polo serial "Cap'n Kid," together with 52 American Releasing Corporation pictures to be let out at the rate of one a week from September 14th. A further announcement states that details will be given out later in connection with two-reel comedies which will be released at the rate of one a week.

Ike Soerks, Manager of United Artists, resigned recently and the position has been filled by J. Rowell, of the Toronto home office of the company.

Mgr. J. C. Kennedy Puts Over "Chain Lightning"

Manager J. C. Kennedy, of Allen's Regent Theatre, Ottawa, Ontario, made a ten-strike by booking "Chain Lightning" for the week of August 28th, this being race week for the Canadian Capital with the bang-tails performing at the Connaught Park Jockey Club, the local track. Manager Kennedy secured this picture immediately after it had been given its first Canadian run at the Allen Theatre, Toronto.

Family Theatre, Ottawa, Reopens with Industrial Feature

The Family Theatre, Ottawa, Ontario, was re-opened for one night only on August 30th, for the presentation of an industrial feature under the auspices of the L. R. Steel Corporation. This picture, which was shown without charge, depicted the activities of the company, with its many stores and other enterprises in the commercial world. The Family opened for the season a few days later with regular bills.

Versatile Oral Cloakey Commended By The Press

Oral Cloakey, manager of the Capitol Theatre, Winnipeg, opened the new Orpheum Theatre at Fort William, Ont., a few days ago, and the musical program and the stage investment, which were directed by Mr. Cloakey, called for very favorable comment from the Press.

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WEISS BROTHERS READY FOR FALL ACTIVITIES WITH BIG PICTURES

WEISS BROTHERS, sponsors for Artclass Pictures Corporation, and recognized as one of the important combinations in the field of independent production and distribution, will proceed to place in effect several of the plans affecting their various productions laid during the summer months. The personel of the organization has increased in its various departments, the executives in charge of these departments remaining in the persons of Adolph Weiss, President; Louis Weiss, Vice-President; Max Weiss, Secretary; Bert Ennis, Director of Publicity. Additional office space has been taken in the Marcus Loew State Theatre Building. The first of the big pictures of the Artclass organization to receive attention will be "After Six Days," the teature film presenting the complete story of the Bible from Adam and Eve to the Songs of Solomon. This film will be presented in a Broadway theatre in September for an extended run, following which it will be offered throughout the country in the principal cities as a special road show attraction with augmented orchestra and special exploitation tie-ups. Another important production on the Weiss Brothers' roster of release for the fall and winter is the picture titled at the present moment "Destiny." This film has been acquired for the United Kingdom by Goldwyn, and is also playing an extended engagement at the present moment in Paris, France, under the title of "The Three Candles." "Destiny" will be released in this country under another title at present unselected, and is being edited by Katherine Stuart, in association with Adolph Weiss and Jack Holbrook. It is said to be the most unusual feature production ever presented to the American public in the way of story and theme.

Auditor Bishop of Capital Appointed Mgr. of Empress

L. Bishop, auditor of the Capitol Theatre, Winnipeg, has been appointed manager of the Empress Theatre, Edmonton, Alta. Mr. Bishop has only been in Winnipeg for a few weeks, coming here from the Calgary Capitol. He is succeeded as auditor by Mr. Smith, of the Capitol.

Allen Theatre, Winnipeg, Secure Big Fox Specials

Mr. Grandcourt, publicity man for the Fox Film Co., Toronto, is in Winnipeg, assisting the several exhibitors, who are running Fox pictures in their exploitation. The Allen Theatre, Winnipeg, has secured all the big Fox specials for showing this winter season.

New Film Building, Winnipeg, Completed October

The new Film Building, Winnipeg, being erected at a cost of $250,000, will be completed early in October, and will be occupied at once by six of the local exchanges, and by the other six when their leases run out. It is conveniently situated on Hargrave Street close to the theatres in the down-town section.

Charles Perry, manager of the Capitol, St. Paul, formerly manager of the Capitol, Winnipeg, has resigned his position in St. Paul, Minn.

A. R. McNichol Returns From New York With Big Line-up of Pictures

A. R. McNichol, owner of the Lyceum, Starland and College Theatres, Winnipeg, returned home September 10th from New York, and reports that his theatres will present some of the biggest features procurably this season, including, "Orphans of the Storm," "Theodora," "The Glorious Adventure," "The Storm," "Human Hearts," "Fair Lady," "The Three Must-Get-Theres," the New Fairbanks-Pickford and Chaplin productions.

More Exploitation Detail on "My Wild Irish Rose" For Showing at Isis

Witmark & Sons furnished a singer for each performance.

Cards were prepared for the fifteen most popular soda fountains around the city, advertising "My Wild Irish Rose Sundae."

The music publishers dressed the windows of all music stores with special editions of the song, and attractive advertising matter.

The Isis Theatre put out 200 1-sheets, 18 24-sheets, and 500 window cards, and distributed 13,000 heralds.

Witmark & Sons arranged for the two city bands playing in the parks, to feature "My Wild Irish Rose," at each concert.

Capitol Loan Company Lease Gaiety and Rent To Henry Morton

The Capitol Loan Company, of Winnipeg, which purchased the Gaiety Theatre from John Morgan, a few weeks ago for $119,000, has leased it for five years to Henry Morton, owner of the Monarch Theatre, for seven thousand dollars a year. The time is soon coming when the Monarch and Rialto Theatres on Portage Avenue, Winnipeg, will be transformed into stores and then the Gaiety will be the only theatre on Portage Avenue west of the T. Eaton Company stores. An orchestra will be placed in the theatre from the opening date, early in October. The sum of $30,000 is now being spent in reconstruction.

Manager Miller Stuart, Allen Theatre, Winnipeg, Making House Successful

Miller Stuart, manager of the Allen Theatre, Winnipeg, has made a tremendous success of the theatre which he took hold of seven weeks ago. The Monday night orchestra attracts a crowded house weekly, and he has now added a syncopation night on Thursday of each week. The orchestra on each night is increased to thirty-five pieces. Perry Wishart, who has been his associate manager, has gone to St. Paul.

PICTURE THEATRE EQUIPMENT FOR SALE.

Complete picture equipment, consisting of 410 chairs in good condition, two Simplex Machines, (motor-driven), complete five Oscillating Fans, Wurlitzer Organ, original cost, $2,700; Wagner Converter, Fire Extinguishers, Photo Frames, Light Fixtures. Will sell at a sacrifice, must be sold before October 12th. A real opportunity to secure the best equipment possible. G. Floy, 3265 Dundas St. West, Toronto. Will ship to anywhere in Canada.

N. L. Nathanson Confers With Western District Mgrs.

N. L. Nathanson, Toronto, held a conference in Winnipeg with his western district managers and the Capitol Theatre directors. Among those present was John Hazz, of Calgary. The campaign for the fall and winter season was outlined and the exploitation for "Blood and Sand" dealt with. A twenty-two piece orchestra has been installed in the Capitol Theatre, Winnipeg, and the attendance has greatly increased during the summer.

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RAY LEWIS REVIEWS THE SILENT CALL, LOVES OF PHAROAH, PRISONER OF ZENDA, GLORIOUS ADVENTURE

THERE have been so many good pictures playing in Toronto that it has been almost impossible to take them all in, however, we managed to catch some of the best ones.

"Strongheart," or "The Silent Call," at the Allen Richmond St. Theatre, last week, registered a success. The interest and acting is there and the dog, "Strongheart," is a wonder. The role played by the dog is important enough to dominate the picture and gives "The Silent Call" a novelty appeal. Exhibitors cannot make a mistake with this picture, and its exploitation possibilities. "Strongheart" Buttons for Boy Scouts, "Prevention of Cruelty to Animals Society" support. "Kindness To Animals' Campaign," "Dog Show" with prize offered for a dog resembling "Strongheart." Essays on Dog conducted by schools, and prize for best essay. Publicity to carry "Dog Stories." It's an Associate First National release.

"THE Loves of Pharoah," Paramount release of Lubitsch-directed-picture is playing at The Strand, Toronto, in its third and final week. Diversity of opinion has been current in reference to this spectacular product, but despite the fact that one paper "roasted" the picture because that paper has a reputation for roasting; and because "Loves of Pharoah" is German-made does not take from this picture the fact that it is an excellent production. If the heroine, who plays the role of a slave, had been a bit thinner, she might have conformed more to the style of what we expect in form from our Movie Stars, but nevertheless her face was lovely to look at, and registered, perhaps more than some of our stars, intelligence. It would be difficult to assemble a cast of better artists, each player was true to type, and the Egyptian atmosphere in detail, and in its big scenes, was faithfully represented. The love scenes must have been produced with the idea of American Continent Censors in view. Some people are under the impression that the Censors must have cut the "long, lingering kisses," and what goes with the kisses in the way of embraces out, but here is an instance where it looks as if one cannot blame the censors, however, only Paramount knows, the attitude of the players towards each other, even Pharoah, whose great passion for the slave girl, made him declare war upon a faithful Ally and lost him his throne and life, is only cruel to obtain love, but uncavelike in its ardour. The son of the King's Architect, accepted lover of the slave-girl, treats her like a wife also, the kisses are matter-of-fact and prosaic. Exhibitors need not be afraid in "The Loves of Pharoah" that they will be obliged to bar out minors, or will be reproved by the Deacons of the church to which they belong, the picture is as clean as any you can get, and a much better picture than many others which claim to be ultra-stupendous productions.

"THE Prisoner of Zenda" is another of the big releases Toronto has had the pleasure of seeing. Released at Massey Music Hall, it attracted considerable attention through the high-class exploitation afforded it by Metro's representative, Mr. M. Cavanagh. In adapting "The Prisoner of Zenda" to the screen the value of the drama has not been lost, but because of the nature of the dual role, it is a bit difficult not to get the King and his "Double" mixed. The settings and embellishments of this picture are very fine, and the story interesting. The princess, played by Alice Terry, was dignified; and although the role did not call for much acting, Miss Terry was beautiful enough for a king to love. Lewis Stone, in the dual role of King and "Double," did not register, but the other men's parts were admirably portrayed, as was also the role of Antionette, the other woman principal. "The Prisoner of Zenda," although not in the class of "The Four Horsemen," is nevertheless a big picture.

"THE Glorious Adventure," with Lady Diana Manners, Blackton, English Production, released by United Artists, followed "The Two Orphans" at Shea's Hippodrome. Lady Diana Manners is a big card, and if exhibitors will exploit this picture from its English angle, using Lady Diana Manners' name among the Society element of their city or town, the picture should get money. The novelty element is covered by the fact that this is the first picture to be produced in natural colours. Scientifically it is of interest, in showing how far science has to go to perfect this natural colour experiment for moving pictures. The story is interesting and the Fire of London handled in quite a spectacular manner. One incident in the picture is a big enough idea to make a story; and that is the punch contained in the idea which follows a custom indulged in by ladies in debt during that period. There was a law which freed unmarried ladies from debt, providing they married, the debt then was assumed by the husband. Ladies of that period, consequently, married men condemned to the gallows; and the executioner or hangman wiped out the debt and the husband, when he executed sentence upon the prisoner. If the experiment of colour had not been tried on "The Glorious Adventure" it would have taken first prize for English productions.

J. A. MORRISON THE FIRST LIVE EXHIBITOR TO GET YEAR'S SUBSCRIPTION TO DIGEST QUESTIONS HE ANSWERED

Do You Get *The Digest?* I certainly do.

Do You Read *The Digest?* Most certainly I do.

Are The Advertising Pages In *The Digest* Of Any Service To You? Yes, they are, if they were not, would not take it.

Do You Believe That Canada Should Have Its Own Moving Picture Trade Paper? Most certainly I do, also more of their films.

State The Reasons For Your Belief. One reason is I can depend upon the reports you publish in *The Digest* about films; and if there was more of this done it would probably get a larger circulation. I have taken *The Digest* since it started, (we might add that Mr. Morrison has been a paid subscriber.—Ed.), and I will continue to take it as long as it keeps up its present standing, also I think it is improving every issue. Yours for prosperous year to come, signed—James A. Morrison, Mgr. Morrison's Star Theatre, Meaford, Ont.

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AN EXHIBITOR WITHOUT THE DIGEST LIKE A SHIP WITHOUT A RUDDER

SOME time ago we had a questionaire in *The Digest* which asked for opinions on *The Digest*. Mr. James Morrison was not only wide-awake enough to have his questionaire come in first but added a letter which contains so many suggestions that we take pleasure in publishing it.

"On receiving your *The Canadian Moving Picture Digest*, I found your request and I will gladly tell you what I think of your very valuable journal.

"In my opinion, the Film Exchanges should furnish you with a synopsis on all of their films, also giving you the date of their release in Canada, and each Film Exchange should publish in your journal at least every six months the name of each subject they are releasing, the date of its release, and name of the leading star, also the manufacturer of the film. This would give the exhibitor a much better knowledge of the subjects and know when salesmen are trying to book them old subjects. It would help also if each issue of *The Digest* would give the names of the Films that are playing at the leading theatres in Toronto, and the name of the Trade Mark which controls these subjects, also a short account of the quality of each of these subjects. This is what the exhibitor should know. How can we find out anything about the film business if it is not published, and I think *The Digest* is the proper channel to contain all truthful information necessary for the exhibitor. An exhibitor without *The Digest*, in my opinion, would be like a ship without a rudder, lost at sea. *Digest* for mine." —J. A. Morrison.

GOVERNMENT OF THE PROVINCE OF SASKATCHEWAN, DEPARTMENT OF AGRICULTURE, REGINA

July 26th, 1922.

Miss Ray Lewis, Editor,
Canadian Moving Picture Digest,
Toronto, Ontario.

Dear Miss Lewis:—

I want to congratulate you upon the Editorial in our own Canadian Trade Paper, under the heading of "THE CANADIAN FILM INDUSTRY."

As you know, I am one of those who have the welfare of the Industry at heart in this country and feel that you and your publication are in no small measure, responsible for the establishment of the Canadian Cinema Industry.

I must say that I receive considerable inspiration and pleasure from your writings, and sincerely hope that our dreams of a large and profitable industry will shortly materialize.

Please keep up the good work and continue to boost Canadian enterprise, and we are confident that *The Digest* will grow with the Art and you and all connected with its growth, reap the success you deserve.

With kindest personal regards,
I am,
Very sincerely,
W. H. BIRD,
Secretary-Treasurer Canadian
Cinema Arts Society.

MANAGER E. P. FIELD EXPLOITS "SMILIN' THROUGH" LIKE A REAL OLD SHOWMAN

THE exploitation which Mgr. E. P. Field, of the Allen Theatre, Moose Jaw, used on "Smilin' Through" is as follows:

Two weeks before playing the attraction he distributed 100 telephone cards and posted 24 sheets on "Smilin' Through," the following week Mgr. Field placed fifty window cards of Norma Talmadge in some of the best stores in the city, and also secured stores on the Main Street which were appropriately dressed, featuring "Smilin' Through"; florist and music stores co-operating splendidly. A very attractive front and interior lobby display arrested the attention of the passers-by, while the ushers were dressed in gowns of the Victorian period. A tie-up with a local newspaper for a full-page ad helped to exploit what is generally conceded the "bumper crop" picture so far this season. In getting Mgr. Field's opinion of the efforts utilized in putting over "Smilin' Through" we quote from a letter received from him: "We certainly had the whole town talking "Smilin' Through," but the elements were certainly against us, as on Labor Day this city experienced the worst cyclonic storm ever seen here, one person killed and several injured, buildings blown down and a deluge of rain which has made the roads impassable; yesterday, the second day of the showing, we had another bad storm with a hard four hours rain, which made it very hard to coax people out, but at that WE PLAYED TO NEARLY CAPACITY LAST NIGHT AND AM LOOKING FOR BIG BUSINESS TO-NIGHT as the weather is fine to-day. THERE IS NO DOUBT IN MY MIND BUT THAT WE WOULD HAVE EQUALED IF NOT BROKEN ALL BOX OFFICE RECORDS WITH THIS PICTURE IF WE HAD HAD AN EVEN BREAK.

"The Leather Pushers" A Punching Success

"The Leather Pushers," Universal's short subject feature, is playing all the theatres in Toronto. *The Digest* happened to see the second of the series playing Allen's Parkdale Theatre, and if the others are anything like this one, Exhibitors cannot do better on a short reel subject, for this one is filled with exploitation possibilities, Interest, Comedy, Good Acting and Punch.—(Ed.)

Midway Theatre, Montreal, Displays Artistic Setting For "Smilin' Through"

The Midway Theatre, Montreal, used a display on "Smilin' Through" which should have won for him a laurel wreath, in addition to the good business this attraction got him. The Old English Garden Gate Entrances, imposing, with its antique lamps, illuminated; the garden wall, hung over with vines and a six sheet cut-out of Norma Talmadge coming through the gate in her bridal robes made a startling picture. In conjunction with this setting a twenty-four sheet cut-out of Norma Talmadge head, wreathed in a garland of roses, was placed over the gate.

Mr. Bill Sturgis has been engaged as salesman with the Famous-Players Film Service.

FOR SALE

Three Hundred Chairs, solid oak, good condition, a good buy for anyone who is interested. Address King's Theatre, 565 College St., Toronto.

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PROGRAM READER WHICH CAN BE USED ON "ONE CLEAR CALL"

IF we were to condense the ingredients of successful motion pictures into two parts they would be:

Action and heart appeal.

Both of these are the dominating features of "One Clear Call," the John M. Stahl production to be shown here next week. By action we mean, not the riproaring western melodrama but strong narration of events out of the ordinary in themselves, but reflections of everyday life in some part of the world. By heart appeal we mean neither mawkish sentiment nor maudlin tears but the soul stirring episodes that come to be a part of every human experience.

Henry B. Walthall celebrates his return to the fold of leading players in the featured role along with Milton Sills and Claire Windsor. Seldom has a cast of such superlative merit been assembled for one production.

"One Clear Call" comes from the studio of the man who has given filmland such masterpieces as "The Child Thou Gavest Me" and "The Song of Life." From all that has been presaged regarding the picture we are inclined to believe that you will find it one of the most attractive offerings in the season's list.

BUSTER KEATON

President R. Kershaw of Manitoba Exhibitors Talks On England's Pictures

President R. Kershaw, of the Manitoba Exhibitors, at a recent luncheon, gave some interesting details of his summer trip to England, which concerned the exhibition and the making of pictures in the Old Land.

Rialto, Winnipeg, Serving Tea and Cake to Patrons

The Rialto Theatre, Winnipeg, is serving tea and cake to its patrons each afternoon, which is included in the price of admission, 15 cents. W. Deering is the manager of this popular house.

Catchlines and Card Copy For "One Clear Call"

Henry B. Walthall, "The Little Colonel," comes back in his greatest portrayal since "Birth of a Nation."

You'll thrill new thrills and throb new throbs and laugh new laughs and cry new tears through "One Clear Call."

From the clear sky—"One Clear Call," the masterpiece!

Learn the thrill of the wild night-riders' rush to a climax as fine as the screen can give.

Stars—countless stars—are in it; but splendid as the sun are Claire Windsor, Milton Sills, Henry B. Walthall, Irene Rich and Joseph Dowling.

He tried to come back—just the broken promise of a man; but when he asked for the love of the wife he had left his best friend forced him away. That's one of a hundred throbs in "One Clear Call."

From East to West they hail it as the screen's strongest story.

"One Clear Call"—to the conscience of a man, the heart of a woman, the love of a mother—and the courage of a coward!

Veteran Author-Director Produced "The Silent Call"

Laurence Trimble, who directed "The Silent Call," as well as being a co-producer with Jane Murfin of this photoplay, is one of the veteran writers and directors for the screen. He has produced pictures in this country and abroad and declares that his highest ambitions and his best work are crystalized in "The Silent Call," an Associated First National release.

Jane Murfin "Lilac Time" Fame Collaborates on "The Silent Call"

Jane Murfin, who co-produced "The Silent Call" with Laurence Trimble, is a well-known dramatist, having collaborated in the authorship of "Daybreak," "Information Please," and "Lilac Time." Miss Murfin also wrote the adaptation for "The Silent Call," the H. O. Davis production distributed by Associated First National Pictures, Inc.

Walker Theatre Reported To Have Lost $105,000

The Walker Theatre, the big legitimate house in Winnipeg, has not opened for business this season. It was on the Trans-Canada circuit and the loss last season has been reported to be $105,000.

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It Carries the Punch of a Dozen Dramas

"One Clear Call"

Did you ever see such a Dazzling Array of Stars?

HENRY B. WALTHALL
CLAIRE WINDSOR
MILTON SILLS
JOSEPH DOWLING
IRENE RICH
EDITH YORKE
SHANNON DAY
DORIS PAWN
ANNETTE DEFOE

A Hundred Mystics Answer Its Thundering Summons

You're All Set for Another First National Record Breaker

Read Every Line of This.

There is a remarkably well-told story in the picture-play at the Allen Theatre this week. "One Clear Call" deals with the friendship of two men, one of whom has become the most respected citizen in a city in the Southern States, while the other has sunk to the lowest depths. It is one of those rare pictures in which an effort has been made to follow the psychological development of the two chief characters. Here is a silent drama that possesses no big punches, unless the ride of the Klu Klux Klan may be called one, but it holds the interest all the way because of the manner in which the story of the two friends is unfolded. It is a serious and dignified film, and one of the best things of the kind to be shown here in a long time. It is presented by a cast of excellent players, headed by Milton Sills, Henry Walthall and Claire Windsor.

Mail and Empire, Tuesday, Sept. 12, 1922

Theatres booking First National Attractions riding to prosperity on the crest of a wave of wonderful box office productions.

"Pilgrims of the Night" - "The Silent Call"

"Hail the Woman"

"Smilin' Through" - Coming "Trouble"

DON'T HESITATE---The money making season is here---DON'T WAIT

Associated First National Pictures

TORONTO - MONTREAL - ST. JOHN
WINNIPEG - CALGARY - VANCOUVER

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27 Jarvis St. - Toronto, Canada
Vol. 14, No. 20
Sept. 16th, 1922.

CANADIAN MOVING PICTURE DIGEST

When your feature attraction doesn't please your patrons and they sit back with set cottage faces and folded arms and you wish you'd a given 'em a First National picture, and then on comes, a Buster Keaton, a Ben Turpin or a Mack Sennett and your audience goes into convulsions from laughing

BOY, Aint it a Grand and Glorious Feeling!

Grab your hat and head for the nearest exchange

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

FIRST NATIONAL PICTURES

TORONTO, CANADA
SEPT. 16th, 1922.

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THE FATAL MARRIAGE

directed by

D. W. Griffith

with

Lillian Gish and Wallace Reid

adapted from

Lord Alfred Tennyson's

"Enoch Arden"

"If all pictures had the box-office possibilities of "The Fatal Marriage" Exhibitors would be kept busy counting up their receipts."

BOOKINGS NOW AVAILABLE

Famous-Players Film Service Ltd.

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 20 TORONTO, CANADA SEPTEMBER 16th, 1922

U.S. Producers vs. Canadian Exhibitors

THE effect of the proposed United States Tariff on Canadian exports to the United States cannot be ascertained until the Bill has been signed and is in operation. Experts state that the new Tariff rates are different than the rates of the Fordney Tariff Bill, which was passed by United States Congress on May 23rd, 1921, and was signed by the President of the United States May 27th. From May 28th, 1921, until May 28th, 1922, a one-year period, our exports to the United States affected by the Tariff decreased by $130,119,283 in value. The previous year Canada's exports to the United States of the commodities affected by the new Tariff amounted to $172,722,247 in value. Which means that the Emergency Tariff or Fordney Bill during twelve months' operation forced the commodities Canada exported to the United States to drop $42,602,964 in value. The belief that it is "an ill wind that blows nobody good," is demonstrated in the fact that although Canada has lost the United States as her first buyer, a position which the United States, previous to the introduction of the Emergency Tariff held, Canada has increased her trade with the United Kingdom, for during the twelve months' operation of the Fordney Bill the United States purchased commodities from Canada to the value of $304,-054,941, while the United Kingdom purchased commodities to the value of $306,792,308.

The new Tariff Bill proposes to be elastic in its operation, and the power of applying it will apparently rest with the President, who will be given the authority either to increase or decrease the rates proposed in the Bill, according to the cost of the production of the commodities purchased produced in the United States and abroad. It has been said that the Bill has been framed to protect the United States against the policy of Imperial Preference in Trade; and that if the United States is discriminated against and favoritism or preference shown to other countries, the United States will protect her interests by increasing the Tariff rates of such commodities which come into her country from those countries applying the Imperial Preference policy. The United States endeavors to protect United States Enterprise, whether her methods are protective or not, that is not the question. Protection of home interests does not mean unfriendliness, narrow vision, or intolerance. If you do not nourish your business, you cannot expect it to flourish, therefore it behooves every Canadian to not only nourish his own particular interests, but the enterprises of his country which need his support, taking account of what other countries are doing.

The United States Moving Picture Industry is a very large Enterprise. United States producers get the cost of their productions out of the United States in addition to a substantial profit, with the world's market thrown in. It is able to support several Trade Papers in addition to their Regional Papers. Canada is supporting the Film Industry of the United States to an important degree, in fact Canada is the largest buyer of positive film which the United States have. There is published in the United States a great number of Fan Papers, these magazines have a very large circulation in Canada. The press of Canada, and the various publications have not interfered in the circulation of these publications, or the Bill for the protection of Canadian publications proposed and which discriminated against United States publications would have gone through. It seems that Canada has the British spirit which is international, long-suffering and devoid of resentment, malice or a desire to "get-even."

In Canada we have one Moving Picture Trade Paper, it does not in any way trespass on the enterprise of the United States publications. We do not object, for we are not of that calibre, to these United States Trade publications seeking a wider circulation in Canada, that is but another indication of the United States spirit of enterprise, nor to their efforts to secure additional advertising from producers by persuading them that advertisements carried in their particular Trade Paper cover the exhibitors in Canada. We, however, wish to clear up the situation for the mutual benefit of all interested and concerned. *The Canadian Moving Picture Digest* is the only Moving Picture Trade Paper which reaches every exhibitor in Canada; and producers who are seeking in their advertisements to market their wares with Canadian Exhibitors can find no more direct or thorough method than sending their message through *The Canadian Moving Picture Digest*. Upon investigation we have found that only a very small percentage of Canadian exhibitors are subscribers to the United States Trade Papers, while *The Canadian Moving Picture Digest* represents a hundred per cent exhibitor representation. Ask the exhibitors in Canada. They know. The United States producers who advertise in United States Trade Papers, thereby believing that their product will directly be brought to the attention of all the Canadian Exhibitors, are laboring under a misapprehension.

—*RAY LEWIS*

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EDUCATIONAL OCTOBER RELEASES CONTAIN MOST VARIED SELECTION OF SUBJECTS

INCLUDING the first releases of two new series of short subjects, and a spectacular special, Educational's program of releases for October not only is one of the biggest in many months but, with its fine selection of varied subjects, should prove one of the most appealing to exhibitors and public.

"The Graphic," the new screen magazine of human interest, will make its first appearance with the first of the month. Later in the month Educational will begin the release of a series called Lyman H. Howe's "Hodge-Podge," the first number of which will be "King Winter."

In addition to these, there will be offered a two-reel special, "Man vs. Beast," which portrays many exciting events in a scientific expedition in darkest Africa. Lives of the camera men and others in the party were risked many times in getting close-up shots of wild animals which are thrilling and amazing.

The first week's releases will include "The Enchanted City," Warren A. Newcombe's beautiful love fantasy; "Let 'Er Run," the third picture in the new series of Christie Comedies, and "The Tiger of San Pedro," one of the Adventures of Sherlock Holmes, in addition to the first issue of "The Graphic."

In the second week there will be "The Steeplechaser," Jack White's second production of the new Mermaid Comedies; "Fresh Fish," the second of the Earl Hurd Comedies; "The Blanket Stiff," one of the Wilderness Tales by Robert C. Bruce, and an issue of "The Graphic."

"The Skipper's Sermon," one of the Toonerville Comedies by Fontaine Fox; "The Priory School," one of the Adventures of Sherlock Holmes, and "The Graphic," make up the third week's schedule.

A Christie Comedy, "Ocean Swells," Tony Sarg's Almanac, "The First Flivver," and "The Graphic" will be released on the third Sunday, and on the last Sunday of the month there will be "Man vs. Beast," "The Solitary Cyclist," one of the Adventures of Sherlock Holmes, and "The Graphic."

Kinograms, Educational's news reel, will be issued twice a week.

"A ROGUE'S ROMANCE" WITH EARL WILLIAMS AND RODOLPH VALENTINO GOING OVER BIG

VITAGRAPH branches are reporting more demand for "A Rogue's Romance" than booking limitations will allow. It is said to be an unusual picture in every sense, a feature in which two stars, in the roles in which they particularly sparkle, divide divide honors.

In "A Rogue's Romance," Rodolph Valentino is cast as The Ferret, a cafe dancer, and member of the underworld. It is considered dangerous to cross The Ferret, and yet Mons. Picard, a role assumed by Earle Williams, deliberately antagonizes this man, and engages in a fist fight with him. From that hour The Ferret hounds Picard, and cleverly informs the police of his every move. But Picard is always able to outwit the police, and make an exciting escape.

A girl induces Picard to turn his powers to the benefit of society, and this man, whose love for children has caused him to adopt three, aids the police in capturing a dangerous band of criminals. He is cornered with apparently no means of escape, many times. But in each instance he manages to elude his pursuers in the most natural manner.

Earl Williams has climbed to popularity through years of hard work and clever performance. His films are always heralded with enthusiasm by picture lovers throughout the country.

Rodolph Valentino leaped to popularity almost over night. Aside from his ability as an actor, he has won an enviable reputation as a dancer. Perhaps there is no one in the profession who more vividly interprets the dance of the Apaches than Valentino. This dance is a feature of "A Rogue's Romance." There is a fire about his work and that of his woman dancing partner that is seldom seen on stage or screen.

Other well known and popular members of the cast are Kathryn Adams, Brimsley Shaw, Marion Skinner, Maude George, Harry Van Meter and Herbert Standing.

James Young, who directed the picture, is one of the outstanding directors of to-day. His pictures are unexcelled for their finesse in detail, and for the wealth of atmosphere.

The story is from the pen of H. H. Van Loan.

Mgr. W. Appleton, Queen's Royal, to be Congratulated On Artistic Lobby for "Smilin' Through"

One of the very loveliest of artistic fronts was introduced by Mgr. Appleton of the Queen's Royal, Toronto, for the presentation of Associated First National, Norma Talmadge feature, "Smilin' Through." The various comments on Mr. Appleton's artistic conception must have been most gratifying to him in addition to the business which his efforts and the feature brought. Other Toronto theatres who had attractive lobbies for "Smilin' Through" were Kum-C, Oriental and Temple.

"Charles Ray in Scrap Iron" Cannot Be Beaten

Associated First National are releasing Charles Ray's most popular picture, "Scrap Iron." Exhibitors who know that their audiences enjoy and respond to a good "fight" picture should not pass "Scrap Iron" by, Charles Ray puts up the dandiest kind of a fight in "Scrap Iron." Incidentally this picture is conceded to be one of Charles Ray's very best efforts, and has marked him as one of the most popular of stars.

Mr. Jos. Schneider has been appointed salesman with Associated First National.

N. L. Nathanson Operated Upon For Appendicitis

Mr. N. L. Nathanson is reported as being very ill. An operation for appendicitis has been found immediately necessary, and at the time of going to press, Mr. Nathanson is undergoing this operation. *The Digest* extends its good wishes for a successful operation and a speedy recovery.

Mr. Hanson Returns From Western Trip, Opens Vancouver Office

Mr. Hanson, General Manager of Educational for Canada, has just returned from the West where he opened an Educational Exchange in Vancouver, installing Mr. C. R. Dippie, very well known in picture circles, as Manager. The Educational offices are in the Leigh-Spencer Bldg.

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We Said It A Year Ago, The Moving Picture World Is "Delighted," So Why Worry?

The Albertan Publishing Company have sent the Moving Picture World the following letter, which is headed "Delighted." "We are sending you under separate cover copy of The Morning Albertan for September 2nd, in which there is a special page headed, 'Go To The Movies In September.' The moving picture houses in Calgary were delighted to co-operate with us in this special page, and we thank you for the idea, which was taken from your editorial in your last issue."

WE MIGHT ASK THE ALBERTAN PUBLISHING COMPANY WHERE WERE THEIR EYES NOVEMBER 1st, 1921, WHEN *THE CANADIAN MOVING PICTURE DIGEST* PUBLISHED AN EDITORIAL CALLED "A CANADIAN MOVIE WEEK?" HOWEVER, SOME PEOPLE ONLY PAY ATTENTION TO IMPORTED GOODS, EVEN THOUGH YOU CAN GET THE SAME PRODUCT AT HOME ONE YEAR AHEAD OF THE IMPORTED ARTICLE.

Associated First National Has Window Full of Exploitation Accessories

The Toronto office of the Associated First National which has the advantage of two very large windows on Queen Street is attracting considerable attention from not only exhibitors but passerbys. The windows are full of Associated First National accessories, and since Bill Stewart's middle name is accessories, to help exhibitors put over the picture, you can imagine the variety this window contains. However, just take a walk over there and have a look for yourself. Masks for Guy Bates Post in "The Masquerader," numerous catchy attractions for Jackie Coogan in "Trouble." Lanterns, etc, for "The Eternal Flame," Norma Talmadge's still greater success, talismans for "Smilin' Through," but space does not permit to enumerate the very lengthy list.

Joe Kauffman of Regal Now With Famous-Players

Mr. Joe Kauffman has just returned from a trip through the Maritime Provinces for Regal. He has now joined the Famous Players Film Service as salesman.

WANTED

Motion Picture Operator wants position, best references. Non-union. G. Brown, Janatt P.O., Ontario.

VITAGRAPH

ALBERT E. SMITH PRESIDENT

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THE GRAPHIC

America's Screen Magazine of Human Interest

EDUCATIONAL has desired ever since its inception to release a genuine screen magazine.

Not a release made up of scenery, but one built up on short, terse stories filled with zest and human interest.

To build such a product required the services of national magazine and newspaper specialists who only recently became available.

Motion picture specialists have been added to the staff, and on October first the premier release of THE GRAPHIC will be ready for your closest scrutiny.

In brief, THE GRAPHIC will be a human interest digest of the world and its people. Not necessarily people who are prominent in the sense that they are rich and powerful, but always people who are picturesque.

THE GRAPHIC will reflect not only what people are doing, but how they feel about what they are doing.

CANADIAN EDUCATIONAL FILMS LTD.

TORONTO - MONTREAL - ST. JOHN - WINNIPEG - CALGARY - VANCOUVER

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ATTRACTIONS PLAYING THEATRES TORONTO, MONTREAL, WINNIPEG, CALGARY, VANCOUVER

TORONTO.

Allen, Richmond Street—Anita Stewart in "Rose of the Sea," Assoc. First National. Eddie Lyons in "Peace and Quiet."

Shea's Hippodrome—Mae Murray in "Fascination," Metro.

Palace - Oakwood - Alhambra — "Foolish Wives," Universal.

Pantages - Shea's - Hippodrome - Loew's—Harold Lloyd in "Grandma's Boy."

Regent and Strand—Rodolph Valentino in "Blood and Sand," Paramount.

Allen's Beach—"Pilgrims of the Night," Associated First National.

Allen's Bloor—Mabel Normand in "Head Over Heels," Associated First National.

Allen's Parkdale—Tom Moore in "Mr. Barnes of New York," Goldwyn.

Allen's College—Seena Owen and Mat. Moore in "Sisters," Canadian Releasing Corp.

Allen's St. Clair—"Courage," Associated First National.

Allen's Parkdale—Henry B. Walthall, Milton Sills, Claire Windsor in "One Clear Call," Associated First National.

Park—Nazimova in "A Doll's House," and Ben Turpin in "Bright Eyes," an Associated First National.

Madison — Shirley Mason in "Queenie," Fox, and "The Prodigal Judge," Vitagraph.

MONTREAL.

Allen's Westmount—Vera Gordon in "The Good Provider."

Electra—Mae Murray in "Fascination," Metro.

New Grand—"Cabiria."

Mt. Royal — Richard Dix and Helene Chadwick in "The Glorious Fool," Goldwyn; Constance Binney in "Room and Board," "Theodora," with Rita Jolivet, Goldwyn.

Allen—Jackie Coogan in "Trouble," Associated First National.

Coming to St. Denis—"The Blasphemer" advertised as greater than "The Eternal Light," "The Four Horsemen." Is said to have showed to thirty thousand people in one day at New York Hippodrome.

Capitol—"Nice People," with Wallace Reid, Bebe Daniels, Conrad Nagel, Paramount. Coming—Lillian Gish, Dorothy Gish in Griffiths' "Orphans of the Storm," United Artists.

Loew's—St. Catherine W. and Mansfield—"Top of New York" with May McAvoy, Paramount.

Coming to New Grand—"Trapped by the Mormons."

Regent and Papineau—Norma Talmadge in "Smilin' Through," Associated First National.

Strand—Herbert Rawlinson in "Don't Shoot," Universal; also Dunstan Farnum in "Iron to Gold," Fox

Papineau, Owen Moore and Pauline Garon in "Reported Missing," Selznick. Wm. Russell in "Men of Zanzibar," Fox.

Regent—Wallace Reid and Lila Lee in "The Dictator," Paramount; also all-star cast in "Missing Husbands."

Belmont—Pola Negri in "Gypsy Blood," Bebe Daniels in "One Wild Week."

Plaza—Two days—Rodolph Valentino and Agnes Ayres in "The Sheik," Paramount.

WINNIPEG.

Garrick—"I Accuse," coming New British Film "Branded," also.

King George—Reviewing "The British Navy."

Province—Tom Mix in "The Lightning Streak," Fox; coming "The Light In The Clearing."

Dominion—Agnes Ayres in "Borderland," Paramount.

Arlington—Dorothy Dalton in "The Crimson Challenge," Paramount; Larry Semon in "Dull Care," Vitagraph; coming, Lon Chaney in "The Trap," full week, Universal; also Snub Pollard comedy, followed by Betty Blythe "Fair Lady," United Artists.

College—"The Last Trail," also Mary Pickford in "Going Straight."

Starland—"Extra; Extra; with Johnny Walker and Edna Murphy, Fox.

Capitol—"Nice People" with Wallace Reid, Bebe Daniels and Conrad Nagel, Paramount; coming, Rodolph Valentino in "Blood and Sand."

Allen—Guy Bates Post in "The Masquerader," directed by James Young, Associated First National; coming, Neal Burns in "Bucking Broadway," Educational and Marshal Neilan's "Fools First."

Osborne—"The Song of Life."

Rialto—"Prophet's Paradise" with Eugene O'Brien, Selznick; Doris May in "Boy Crazy," Robertson-Cole.

CALGARY.

Capitol — Miriam Cooper in "Kindred of the Dust," coming for one week's engagement, "Foolish Wives," Universal; Viola Dana in "Seeing's Believing," Metro, in conjunction with Hudson Bay Fall Promenade of twenty living models.

Allen—"Buck" Jones in "Rough Shod" and "Ham" Hamilton in "The Rainmaker," Educational double comedy bill said to have made "'Em holler with joy." Pola Negri in "One Arabian Night," Associated First National.

Regent—Harry Carey in "The Kick Back," Universal.

Palace—Coming for week of September 18th, Norma Talmadge in "The Eternal Flame."

VANCOUVER.

Capitol—"The Valley of Silent Men" coming week of September 18th, a picturization of James Oliver Curwood's story, scenes laid in Rockies around Lake Louise, company headed by Alma Rubens. Lew Cody in role of corporal of Royal West Mounted. Playing Rodolph Valentino, "Blood and Sand."

Rex—"Foolish Wives."

Globe—Katharine Macdonald in "Domestic Relations," Associated First National.

Allen—Norma Talmadge in "The Eternal Flame," advertised as "greater than "Smilin' Through," Conway Tearle in support.

Colonial—Doris May in "The Foolish Age," Robinson-Cole.

Dominion—Gloria Swanson in "Her Gilded Cage," Paramount.

Kitsilano—Three day's engagement, Thomas Meighan in "If You Believe It, It's So," Paramount, and Larry Semon comedy, "The Head Waiter," Vitagraph.

Maple Leaf—"Missing Husbands," advertised as the sensation of Europe.

Grandview—Mark Twain's "Connecticut Yankee King Arthur's Court," Fox.

Broadway—May McAvoy in "The Top of New York."

Pantages—A Century Comedy, Universal and Easop's Fables, Pathe.

G. A. Margetts Leaves St. John For Winnipeg Office Famous-Lasky

Friends in St. John regretted saying goodbye to G. A. Margetts, of the Famous-Lasky Film Service, who has been transferred to the office at Winnipeg. Mr. Margetts and family have made many friends in the city and are very popular, their small daughter Betty being a great favorite. Mr. Margetts left for Winnipeg recently. His place in St. John has been taken by P. J. Hogan, of the Home Office Famous-Lasky at Toronto.

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RAY LEWIS REVIEWS THE SILENT CALL, THE MAN WHO PLAYED GOD, AND THE FOUR SEASONS

"THE Silent call," an Associated First National feature with Claire Windsor, Henry B. Walthall and Milton Sills in the cast, is one of the best pictures the Allen Richmond St. Theatre has played in a long time. When you take into consideration the many good pictures which have been shown at this house this season to call "The Silent Call" an outstanding one indicates that it is unique in its merit.

The story deals with the friendship of two men. Friendships between men have been immortalized and eulogized all through the ages, a theme of this kind gives a sublimity to a picture in which it is handled. The plot is laid in the South, two men are in love with the same woman, and one man is married to her. One man plays the game of life straight; that is, the man who did not get the woman, the other man plays life for all he can get out of it materially, and in so doing loses the most precious things of life, including the love of the woman married to him, and his very own life, for the "mills of the gods" have in their slow grinding, undermined his health, weakened his heart and death is but a matter of a few months. Faced with the inevitable Garnet, the doomed man, played by Henry Walthall, endeavors to make reparations for the wrongs he has committed, but death comes just as he makes the supreme sacrifice, the renunciation of the wife, who has returned to him, thus giving her up to Dr. Alan Hamilton, the friend and physician who has been his steadfast friend.

The story involves other characters, the sister of Dr. Alan Hamilton, Maggie Thornton, played by Irene Rich, gave opportunities for both tears and laughter through the introduction of "Sonny," Maggie's little son, who is saved from death by an eleventh-hour operation performed by Dr. Alan Hamilton, the uncle of the boy. The scenes where the child's life is in danger must have caused all mothers to grasp their children more closely to their breast, and the news of the child's recovery must have caused other mothers to mingle tears of joy with the mother of "Sonny." It is scenes of this kind, scenes which make one weep, or scenes which make one laugh joyously, which constitute the big punch in a picture. Suspense, occasioned by spectacular or melodramatic action, the sequel to the scene being inevitable, does not mean "punch" in a picture to-day. "The Silent Call" is free from these efforts to make the picture big, it is big in that it has a serious and interesting, as well as logical story, in that it is clean entertainment; and in the fact that it has a cast where individual work stands out in cameo-like beauty. Henry Walthall, as Garnet, was most impressive in his role as the dissolute husband and friend, his characterization reminded one of someone they perhaps knew, who was just like that; and that is the true secret of art, an ability to register without any effort being evident, so easily that it seems you could do it yourself. Milton Sills was most admirable as Dr. Alan Hamilton, and his drunken scene was played with reserve and the dignity which such a character would display even when drunk. Claire Windsor was most appealing in the role of "Faith" Garret's wife. It is always a pleasure to see Claire Windsor's work. Irene Rich, as Maggie Thornton, played her big scene so effectively that she made her audience weep with her, what more can any director or actress want? John M. Stahl can feel most satisfied with his selection of Frances Nimmo Greene's book for "The Silent Call," and for his direction of same. We recommend this picture to exhibitors.

VITAGRAPH are releasing Urban's "Four Seasons." I had the pleasure of witnessing a private view of this exceptional and almost miraculous picturization. The name covers what the picture is all about, "The Four Seasons," a pageantry of nature, through Spring, Summer, Autumn and Winter. More instructive than your dictionary, your encyclopedia, geography, history, or all the books which deal with natural information. In Spring you get glimpses of the sky, the breaking through of the tiny blades of grass, the greening of bare-limbs of trees, the development of the lowest form of life, the re-awakening of bird-life, animal-life and insect-life, intimate close-ups, so intimate that the very breathing and grimaces of insect-life are revealed; and aside from its educational value proves entertaining and amusing in that these ting beings do the very things which we, as superior beings, lording it over all creation, indulge in. Summer reveals the fuller unfoldment, the creative energy manifesting itself in blossom, fruit, in suckling life, in protective and maternal care of the young manifested in even a greater degree of perfection in the animal kingdom than we humans have yet attained.

Autumn again reveals the beginning of the "storehouse and saving qualities, insects, birds and animals, from those inhabiting the Sunny Climes to those denizens of Polar regions. Butterflies, spinning their cocoons; birds in migration, beavers gnawing through the trees, stripping these of their branches and storing them away for winter use. The groundhog seeks his burrow before the winter blasts chill him into a state of coma, the polar bear sniffs the air in pleasure, waiting for the caressing flakes of snow which he shakes from his shaggy mantle as easily as the ducks shake the spray from waterfall from their backs. The wolf seeks out a home for himself and mate, the serpent gathers her brood about her and glides into a crevice underneath a huge bowlder; the moose, now that his family have become full-grown is well-on the way with his new antlers, and when the sky is covered with fleece-like hills which vein ominous-looking clouds, Jack Frost sends out his clarion call, covering earth with a mantle of white. The ground hog lies asleep, one can scarcely discern his breathing. Mr. Polar bear dives under the ice for the life which flourishes there, Mr. Bunny and Mr. Hare have on their winter mantle, so have the other small animals who must seek for their livelihood, despite the storm's cold breath. "The Four Seasons" was a tremendous undertaking, and could not have been possible but for the assistance of Raymond L. Ditmar, as director. Mr. Ditmar is the curator of the Zoo, New York, his life-long interest and association with the world of nature, we have but a very slight knowledge of, gave to the "Four Seasons" that interest and quality which everyone from two years to 102 can enjoy.

Exhibitors, if you want an unusual and outstanding attraction get "The Four Seasons." It is impossible to go wrong with it, but feature it big and do not overlook anybody from kindergarten to professor of University, from newsboy to financier in securing your audience.

"THE Man Who Played God," an United Artists release, with George Arliss as the musician, the principal role, is a real Arliss picture, and the lovers of his work will feel that Arliss has another picture which registers Art with a capital letter.

The story deals with a musician, who was invited to play for the King, is strickened deaf through the throwing of a bomb by anti-royalists. The

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character of the musician changes with the realization of his infirmity and gives Arliss an opportunity for some of the bits which made "The Devil" so outstanding.

Outside of the musician's home is a park, and one day, realizing that he cannot control his fits of rage, even in the presence of the wife he loves, he decides to throw himself from the window overlooking the park, but is saved by his butler, Simpson, who shows him how much happier he is than those who seek a few moments' happiness in the park; who are satisfied for this bit of grace and thankful for the comfort of it. The musician who has learned to read lips takes the field glasses offered him by Simpson, the servant, and discovers that he can read the lips of those who come into this park. Interested at his discovery he uses these glasses frequently; and becomes concerned in the troubles of those who are strangers to him. Sending Simpson to give a cheque to one of these park visitors he wishes to help, he hears Simpson say, in reply to an inquiry as to where the help is coming from, "From One Who Played God." This gives him the inspiration to take up the broken threads of his life and he "Plays God" daily and continually. His deafness becomes his greatest blessing, as it fulfills the richness of his character and radiates happiness upon all who happen to come within the radiance of its glory.

It is the best work Arliss has as yet done in pictures, technically. His other pictures show evidence of Arliss on the speaking stage, while the screen requires a more measured technique of its own. In this picture Arliss appears to have mastered the technique, and now we can look for choice characterizations from an artist of his ability and standing. As is always the case with a George Arliss presentation, his audience was composed of people who are connoisseurs of what constitutes art in the Drama. Ann Forest, as the wife, was very good and registered that "hero-worship" attitude amazingly well. Effie Shannon, so dear to the heart and memory of the drama, played the role of Mildred, the musician's sister. Miss Shannon could not help but be artistic in anything she did, and her winsome and irresistible personality even made itself felt in her rather "thin" role. It gave one a pleasant feeling to find her in a picture with Mr. Arliss. For houses where good work is appreciated and understood, where the patronage discriminates between quantity and quality, "The Man Who Played God" should both please and get good business.

Winnipeg Free Press Calls "The Masquerader" A Masterpiece

Pure, compelling, absorbing, fascinating melodrama enacted with astonishing skill—that's "The Masquerader," with Guy Bates Post in the greatest dual role the screen has ever seen; the feature at the Allen this week. As a play its success is a bright chapter in stage history, and Mr. Post was with it then as he is now. "The Masquerader" is not only a powerful entertainment, a really big thing done in a big way, but it teaches as few sermons and no lecture could teach, the great lesson of self-control, as against self-indulgence, of manhood and honor, in contrast to the pitiful tragedy that lies in the path of the soft and ill-chosen life. The story might be called brutally real because its contrasts are so sharp and its truth-telling so direct, but it has the great quality of renunciation in the course of honor followed by John Lodger when he turns his back upon temptation presented by his great love for a woman to whom he has no right. The production is excellent and the photography brilliant. There are no silly titles. It is vital, even more than the stage play, which I saw more than once on its visit to the Walker Theatre a few seasons ago. Mr. Post is not the matinee idol type; he would have failed in this picture if he had been, but he is so great an actor, so finished and so delightful a performer that he charms, pleases and holds fast the sympathetic interest of the spectator. I look for great results from "The Masquerader" this week at the Allen. Here is a screen production that will live, and the management must be felicitated in having such an offering to present to patrons.—J. J. Conklin.

PICTURE THEATRE EQUIPMENT FOR SALE.

Complete picture equipment, consisting of 410 chairs in good condition, two Simplex Machines, (motor-driven), complete five Oscillating Fans, Wurlitzer Organ, original cost, $2,700; Wagner Converter, Fire Extinguishers, Photo Frames, Light Fixtures. Will sell at a sacrifice, must be sold before October 12th. A real opportunity to secure the best equipment possible. G. Floy, 3265 Dundas St. West, Toronto. Will ship to anywhere in Canada.

FOR SALE.

Three Hundred Chairs, solid oak, good condition, a good buy for anyone who is interested. Address King's Theatre, 565 College St., Toronto.

"The Storm" Has Ballyhoo Roof of Empire, Windsor

"The Storm," which opened the Empire Theatre, Windsor, Ont., September 18th, had an interesting exploitation stunt worked in advance of its presentation. A thunder sheet and a megaphone on the roof of the theatre, thundered "The Storm" announcement between 12 and 1 p.m. daily, and between 5 and 6. "Watch for the Storm" in conjunction with the manipulation of the thunder-sheet arrested the attention of the passerby and caused considerable comment. Street cars also carried "The Storm" cards, and reports indicate that the opening was big.

Malicious Information Given In Order to "Get Even"

Occasionally by oversight, or perhaps even through malicious intent, news that is incorrect is sometimes given to *Digest* correspondents, and with the best will in the world, it is often impossible to check up on these items until they have appeared in print. Of such was a recent story in connection with Mr. Irving Sourckes who was stated to have left the Montreal management of United Artists handling the Big Four Picture Artists, Griffiths, Fairbanks, Pickford and Chaplin. The fact is that Mr. Sourckes has not at any time entertained the intention of leaving the management of this exchange in Montreal. He reports that the prospects for an early release of pictures featuring one or other of the Big Four are very bright for this city.

All Educationals To Play New Theatre in Honolulu

Kahn and Greenfield, owners of a big circuit of theatres in and about San Francisco, have just completed a beautiful big picture house in Honolulu, and have signed the entire list of pictures to be furnished by Educational Film Exchanges, Inc., during the present season.

This means that Educational will supply practically all of the short subjects for this fine house, except for a few special star productions.

Many Out-Of-Town Exhibitors Visit Assoc. First

The Associated First National had quite a number of out-of-town visitors at their Toronto office, among those we saw and knew were, "Bob Stevens of Sudbury, M. Pappas of Peterboro, C. Begg of the Classic Theatre, Owen Sound; F. C. Astels of the Grand, Cobalt; Mr. Wowk of Kirkland Lake, Ont.

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THE DIGEST EDITORIAL GETS ADDITIONAL SEVEN THOUSAND CIRCULATION

September 16th, 1922.

Dear Mr. Lewis.

As it is only possible for us to make a success of "AGRICULTURAL AND INDUSTRIAL PROGRESS IN CANADA" through the assistance of our contributors and the co-operation of Departments, it will, I am sure, be pleasing to you to read a letter which I have received to-day from the Southern Power Company, Limited, a copy of which I attach for your information.

Our publication seems to be gaining every day the approval of the thinking business man, and our monthly issue has increased to over 7,000, purely through direct request.

Please, therefore, accept the hearty thanks of this Department for your splendid co-operation and my sincere hope is that you will continue the good work in the way of contributions towards our publication as you have done in the past.

Yours sincerely,
NORMAN S. RANKIN,
Special Publicity Agent.

Ray Lewis, Esq., Editor,
Canadian Moving Picture Digest,
Toronto, Ont.

The September issue of the "Agricultural and Industrial Progress In Canada" contained the editorial, "Canadian Moving Picture Industry" which was published in *The Canadian Moving Picture Digest* issue of July 15th.—(Ed.).

Christie Cartoon Ads Meeting With Success

The new type of newspaper advertising on the series of Christie Comedies has met with instantaneous success, according to Educational's branch managers. This new accessory is an ad. mat on the comedies for use in regular theatre advertising displays, embodying the idea of the comedy characters in cartoon form which appear on the subtitles of all the Christie Comedies. These comedy art titles were evolved and are regularly created on all the new Christie Comedies by Norman McLeod, and the public everywhere knows the little Christie cartoon characters whose antics parallel the evolutions of the plots.

First use of these, tied up in theatre advertising, was suggested by Milton H. Feld, manager of Frank L. Newman's "Newman Theatre" at Kansas City, Mo.

Southern Canada Power Company, Limited

Montreal 14th September, 1922.

Norman Rankin, Esq.,
Editor of Publications,
Canadian Pacific Railway,
Montreal.

Dear Sir:—

On my frequent trips to the States, I have shown some American bankers, who are very much interested in Canadian industrial and power possibilities, copies of your Bulletin.

These gentlemen have been very much interested in the Bulletin, and if it is not too much trouble, they would undoubtedly appreciate being put on your mailing list.

I am also suggesting other names of influential people who, if they are not already on your list, would be glad to keep in touch with conditions so clearly outlined in your periodical.

I take this occasion to particularly compliment you on your September issue, which, to my mind, is quite the finest thing of its kind I have seen.

I showed this issue to Mr. Nesbitt, of Nesbitt, Thomson and Company, and he asked me to get a number for distribution to his organization. They are interested not only in Bulletin but also in your very fine Investors' Index supplement.

(Signed) S. SCHWARTZ,
Industrial Engineer.

WHEN BUYING PICTURES EXHIBITORS READ THE DIGEST ADVERTISEMENTS.

Larry Semon To Appear In A Canadian Story

Larry Semon, Vitagraph star, has just finished his comedy and is reported as having started on a story which is Canadian.

Mgr. Kraker, St. John Opera House, Boosting Monte Christo

The St. John Opera House is giving much publicity to the picture Monte Christo, which they are showing this week. Manager Kraker, who is alert for the best in pictures, went to New York especially to see this picture which he pronounces a magnificent film.

Queen Square, St. John, continues to draw large crowds with musical comedy.

Business In Winnipeg Reported To Be Booming

Business in Winnipeg for early September is excellent, and as none of the picture theatres closed this summer the profits coming in at present are very welcome.

John Welch Receives Hodkinson Appointment For West

Mr. Plowright, general manager for Canada, Hodkinson Attractions, has appointed Mr. John Welch as special Hodkinson representative, Winnipeg to Vancouver.

Wedding Anniversary Guests' Stunt

Here's a sure-fire novelty idea that's bound to tickle the home folks.

Announce in your ads before the engagement of "The Fatal Marriage" and run a news story if possible stating that on the opening night you will admit all couples whose wedding anniversary falls upon that day. Ask them to bring documentary proof of some sort—the wedding certificates—anything in fact that will establish proof.

This stunt will stir up a lot of local interest. People will talk about it. Call your opening night WEDDING ANNIVERSARY NIGHT—Make it a real event.

Pauline Garon, Star of "The Man From Glengarry," Makes Appearance At Imperial, Ottawa

Pauline Garon, star of "The Man From Glengarry," which has been produced in Ottawa by Ernest Shipman, made personal appearances at the Imperial Theatre, Ottawa, during the week of September 11th, when the attraction was "Reported Missing," in which she was co-starred with Owen Moore.

Prize Contest Introduced By Princess on "Winners Of The West"

The Princess Theatre, Ottawa, Ontario, boosted interest in the Universal serial, "The Winners of the West," to a considerable extent by the conducting of a historical and geographical answer contest among patrons of the theatre during the weeks that the subject was presented. Sets of questions were submitted in tabulated form from week to week, and the prize of a new bicycle was offered for the best answers. Announcement was made on September 15th that the wheel had been won by Joseph Carl Singer, a pupil in the Ottawa Collegiate Institute, who is 13 years of age.

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ANNUAL REPORT CANADIAN DIGEST, TRADE AND COMMERCE PUBLICITY BUREAU SHOWS WORLD'S DISTRIBUTION "SEEING CANADA"

INTERESTING facts and figures are contained in the annual report of the Exhibits and Publicity Bureau of the Canadian Department of Trade and Commerce, Ottawa, Ontario, which comprises the Canadian Government's own moving picture studio, said to be the largest of its kind in existence. The report for the last fiscal year has just been released by Mr. Raymond D. Peck, director of the Bureau, who is a former film exchange manager of prominence in Canada. Mr. Peck announces that the production and distribution of Government films has reached such world-wide scope that arrangements have been made for a large increase in the capacity of the present laboratory in Ottawa.

The report shows that 26 film subjects were produced during the past year, of which 20 were one-reel releases and six were two-reel pictures, and it is pointed out that a careful analysis of the bookings secured for the Government series shows that these films have been received with undiminished enthusiasm, and that they have formed an effective medium for the distribution of information regarding Canada throughout foreign countries as well as among Canadians themselves.

Announcement is also made in the report that 19 subjects on narrow width or safety standard films, each with five prints, are being circulated in Canada by the Pathescope Company of Canada, Limited, in the non-theatrical field, and the report expresses the expectation that the distribution in the non-theatrical field will be greatly increased during the next year.

The following figures give some idea of the distribution of the scenic, industrial and educational releases of the Dominion Government:—

Nearly 50 releases are being distributed in the United Kingdom through Jury's Imperial Pictures, Limited, London; 10 prints of each of these subjects being used. It is pointed out that the manner in which the Canadian pictures are received in the Old Land has been one of the outstanding features of the work.

The Canadian Universal Film Company, Limited, Toronto, is handling the bi-weekly releases of the official pictures throughout the year for Canadian theatres.

Cinematographes Harry, of Paris, France, takes nine prints of each subject for distribution in France, Belgium and Switzerland, prints of 15 subjects having already been shipped to Paris.

Selznick Pictures, Australia, Limited, takes four prints of all subjects used for circulation among the theatres of Australia and New Zealand, and the Selznick Company is now planning a weekly release of the pictures.

Thirty of the Canadian films were distributed in China through an agreement with a Chinese film exchange, these pictures being shown at both foreign and native theatres as well as before numerous club gatherings.

In Japan, 30 of the Canadian Government releases are at work through arrangements made by the Canadian Government Trade Commissioner. One of the features at the Tokio Peace Exhibition was the presentation of these subjects.

Shipments of film during the last fiscal year were also sent to India where a distribution has been established.

A large number of subjects were sent to Jamaica, it was reported, and a wide circulation has been effected in the West Indies.

A contract was signed with the Max Glucksman Company at New York for the release of the Government reels in Paraguay, Uruguay, Chile and Argentina.

Announcement is made that contracts are under way for the release of the pictures in Africa through African Films, Limited, and also through the Federated Malay States, Indo-China and other Eastern territories through the agency of the Middle East Films, Limited.

It is stated that a contract was recently signed with a large distributing organization in the United States for the theatrical distribution of the Government releases in the States which will start this fall. In addition, the Canadian Bureau conducted moving picture lecture tours in both the United States and Great Britain during the past year, the lecturers addressing clubs, Chambers of Commerce and other non-theatrical audiences, thousands being reached in this manner. The bureau also operates a still Photographic Division to supply many photographs, bromide enlargements, lantern slides and glass transparencies to newspapers and magazines in various countries, and also for the use of different Canadian Government departments.

Mgr. Brouse Uses Searchlight Stunt for Imperial During Ottawa Fair Week

The Central Canada Exhibition was conducted at Ottawa during the week of September 11th, and local exhibitors presented features of special character for the week. Monday's business proved to be a fizzle, however, for both Fair and theatre managements, because of a torrential rain which kept people at home.

An interesting stunt was worked by the Imperial Theatre during Fair Week which consisted of the use of a big searchlight on top of the theatre. This searchlight had been taken from a dismantled battleship, and had a range of seven miles. Manager Brouse used the light for a short time during the war for the same purpose, but he was called upon to refrain from doing so by the Canadian military authorities because of the remote possibility of air raids over the Canadian Capital. Mr. Brouse now enjoys the unrestricted use of the big shiner.

Mgr. Kennedy, Regent, Ottawa, Works Star Contest, Wallace Reid-Lillian Gish Lead

Manager Kennedy, of the Regent Theatre, Ottawa, worked up an exciting popularity contest among the patrons of the theatre for several weeks, the winners of which proved to be Wallace Reid and Lillian Gish. Noting this combination, he forthwith booked "The Fatal Marriage" for presentation during the week of September 11th, in which the two stars mentioned are featured. Mr. Kennedy then exploited the picture as having the two winning stars of the popularity stunt.

FOR SALE.

6B motor-driven powers, first-class condition, practically new; Crescent spot-light, new; Automatic Butterkist popcorn and peanut machine. Must sell quick. Address, W. G. Sturgess, c/o Famous-Players Film Service, Toronto.

Renew Your Subscription To The DIGEST

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MILESTONES WHICH MARK THE ROAD TRAVELLED BY SUCCESSFUL EXHIBITORS

"SMILIN' THROUGH"

Norma Talmadge's Supreme Presentation

1922 - 1923
SEASON

"ONE CLEAR CALL"

One of those Rare Dramas

60 to 70

"SONNY"

Richard Barthelmess at his very best

"SCRAP IRON"

Charles Ray's Phenomenal Success

"THE MASQUERADER"

With Guy Bates Post—an Outstanding Production

"TROUBLE"

Jackie Coogan—a Little Star in a Big Feature

The Biggest Season for Good Attractions in the History of Motion Pictures is Here

16 JUST AS BIG TO FOLLOW

Now, who's fault will it be if YOU don't do business?

Associated First National Pictures

Toronto — Montreal — St. John — Winnipeg — Calgary — Vancouver

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— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada
Vol. 14, No. 21
Sept. 23rd, 1922.

CANADIAN MOVING PICTURE DIGEST

NEVER—NO,

Never has any motion picture concern turned out as many money-makers as has

FIRST NATIONAL

this season

FOR PROOF:-
ask the Exhibitor who plays them.

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

FIRST NATIONAL PICTURES

TORONTO, CANADA
SEPT. 23rd, 1922.

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James W. Dean
The "Dean" of Newspaper Critics

DEAN SAYS:

"This Comedy Reaches a High Level of Production!"

James W. Dean, the critic for the Newspaper Enterprise Association Service, says of "That Son of a Sheik"—

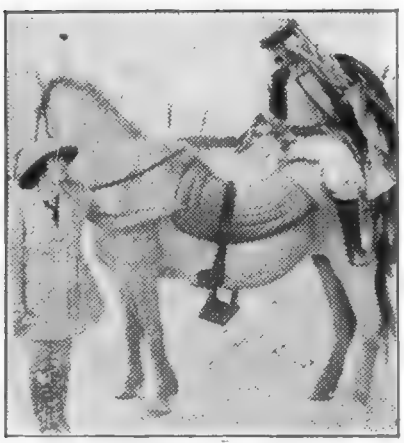
"This comedy reaches a high level of production. Its scenes are just as beautiful as those of the various feature pictures dealing with desert themes. Its story is more interesting than most of them and its burlesque portrayal of desert life just as true to life as that of films which sought seriously to reproduce that life."

AND—He said it as part of a long newspaper review of the first of the new

CHRISTIE COMEDIES

1922-1923 SERIES

Dean's illustrated article will appear in hundreds of newspapers and your patrons will see it!



Scene from
That Son of a Sheik
Educational-Christie Comedy

20 TWO-REEL
COMEDIES
1922-23

Neal Burns and Helen Darling in "That Son of a Sheik."
A Christie Comedy.

Contract for Christie Comedies NOW!

They are Nationally Advertised

Educational Pictures
THE SPICE OF THE PROGRAM

They are Nationally Advertised

CANADIAN EDUCATIONAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company

27 JARVIS STREET,

TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 21 TORONTO, CANADA SEPTEMBER 23rd, 1922

"Keep Your Eye on Canada"

SOME time ago we published an editorial headed "They Buy Them To Bury Them," which apparently struck home, for many were the comments made in regard to the truths contained therein. Now we are not a modern Diogenes, holding aloft a lantern of light and vainly seeking for "an honest man," but we believe that one does not have to be a Diogenes to look for and demand honesty.

This paper of ours is out for a square deal and as long as this paper is out we have pledged ourselves to talk square deal and to do our level best to see that true representation of facts, as they exist in the Canadian Picture Industry, is presented to our readers.

In bringing a matter of importance to the attention of producers and their exchanges in the United States we are citing a condition which exists in Canada; and if it exists here, we are not the outstanding and unique example, the same condition exists for those trademarks which are handled by Exchanges, other than their own, in other countries. Let it be known by producers that certain Exchanges which handle their own product or have an interest in a certain product, having the distribution of other products use these other products, with the exception of the outstanding features whose light cannot be hidden under a bushel, for their own personal advantage. How is it done? Let us take the short subjects for an example. Mr. Exhibitor buys a certain feature, he complains about the price and the salesman, acting under the orders of the Exchange, hands the exhibitor one of the short reel subjects they are handling, two perhaps, in order to make a sale on the feature. No charge recorded. It is not impossible, for it has been done repeatedly in Canada, not only on the short subjects but with pictures of minor importance.

The various companies send in their auditors to check up statements which are sent in to Head Offices, but how can an auditor check up what is not recorded? The shipper is the one who should know what films go out, when they have gone out and when they come in, and if his books are straight, and they are available for inspection, they might tell more truly than the bookkeeper's record when pictures and what pictures have been working. Another effective method of checking up would be for the Trademark to send a man on to the head office, have him check up films in the vault on hand, check up the record of films which should be on hand according to the statement of those which are at that time working; and through this method trace up the "missing films." This plan would have to be followed through all the offices of the various exchanges. You might find that a film reached a certain exhibitor on a certain date but was not charged up to him because it was returned by the exhibitor with a claim that he did not play it. It is easy to check up time of shipment and the time film was returned, no exhibitor being allowed to hold a film over the normal time for transit if he does not intend playing it. Exhibitors should be charged for film on its playing date, the film to be reshipped to the exhibitor at a later date with no charge for the second shipping, the exhibitor having already been charged. Through this method those Trademarks who have not had the foresight to see that their own salesmen handled their product would at least be assured that when their pictures were playing they were not being used as a "bonus" to get another Trademark a playing date.

It has always been found that the man who lets another man run his business for him without personal attention, or supervision, finds himself out of business; and there appears to be no exception to this rule. Canada is good for Picture Business, it is getting better yearly, it will continue to get better, for Canada with its progressive and development plans will have just what the Picture Business in Canada needs, more people, increased population, the class of people who will turn to Moving Pictures for their entertainment, because it is in keeping with their purse. Keep your eye on Canada producers, nurse your business here, see that your product gets distribution; and that it is not sacrificed in order to boost up the price of a "favorite" or "preferred" Trademark, see that it does not become a "bonus," see to this before it is too late for you to establish a respect from exhibitors, for your Trademark, too late for you, even with better quality to convince exhibitors that your Trademark should get the prices and dates that other Trademarks of no better quality are receiving.

—*RAY LEWIS*

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COMEDIES THAT GIVE YOU SOMETHING NEW IN COMEDY

BY AL CHRISTIE.

"THE exhibitors who this year are advertising the good comedies and other short subjects which they are playing are writing moving-picture history. Perhaps they do not realize just what this means, not only in the definite box-office value which entire-bill advertising brings, but in showing the public that theatres are doing more and more as the weeks pass to give patrons their money's worth in diversified entertainment.

I never maintained that comedies should be played just because comedies have been a habit since the early days of the picture business or just because it seems logical to have some comedy on the bill, but I do claim most heartily that "good comedies" should be played and should be advertised because a good, clean comedy is just one more string to the theatre man's bow. It is just one more drawing card, which, if advertised, will pull at the place where the money comes in.

As a producer of comedies, I don't think comedies should be billed over the longer features except in very exceptional cases, but I do maintain that all good comedies should be given a share in the advertising. For instance, managers from several of the biggest theatres have recently sent us word that certain of our comedies were "knockouts" in their houses. Knockout or no knockout, I should hesitate to bill this on the top line in advertising if I were a manager, who could promise the patrons a laugh. I would promise an *added* attraction. Then when they came out smiling and talking to each other about the comedy, I would know I had made good.

The phrase "And a comedy" is rapidly becoming a thing of the past, because the public has shown us that it is just as much inclined to "shop" for its comedies and other short subjects as it is for its features and its music.

I have been more than repaid for all the years I have built with one idea in mind, by my recent trip back from New York after visiting Europe when I saw the reception being given in different centres to my latest comedy "Cold Feet." Seeing this—just one comedy out of a series of two-reelers—attracting more attention than a whole series of features which we might have made, I'm glad I didn't desert the two-reeler for the making of the longer pictures.

We want to branch out; we want to try new pictures in the two-reeler. The old, hackneyed subjects in comedies have to be thrown away. We want to give the public something different in their short entertainment. The public is bored at the old stuff in features, but I believe it is still more easily bored by the old gags in comedy. For the same reason, our friend the Public—and it is friendly if we play fair with it—is twice as pleased when we hit the mark and give it something new in comedy. When we do, we can get up on our hind legs and advertise it proudly.

The whole world loves a laugh just as well as it loves a lover, and when we know we've got a good new one to slip to the waiting world, we ought to feel like shouting about it."

HODKINSON TO RELEASE "THE MOVIES NEWEST LAUGHMAKER"

J. L. PLOWRIGHT, Canadian General Manager of the W. W. Hodkinson Corporation, has just returned from New York where he consummated an arrangement for the Canadian Distribution of "Fun From the Press," the latest laugh-provoking creation of "The Literary Digest."

"Fun from the Press" is a short one real subject released every week—containing humorous paragraphs, selected from the newspapers and periodicals of the world. Compiled by experienced joksters and arranged in perfect continuity to afford the moving picture patrons a hearty ten minute laugh.

This new Literary Digest subject will be even more popular than the short subject formerly sponsored by them, because the Literary Digest with its great influence and prestige, will be behind it 100% with the BIGGEST EXPLOITATION CAMPAIGN EVER GIVEN A SHORT SUBJECT.

This campaign includes insertions in every issue of the Literary Digest, direct mail to subscribers by the publishers and through advertisements in over thirty representative Canadian Newspapers.

It should be a genuine value to any bill and delights audiences.

Manitoba Exhibitors' Have Interesting Visitor

The Motion Picture Exhibitors' Association was addressed Thursday Sept. 22nd at their weekly luncheon in Manitoba hall, by Dr. Salton, who retired recently from a trip to Europe. Dr. Salton stated that in all his travels which covered territory between London and Rome, he had not seen a theatre equal to what could be found in Winnipeg. The closest approach to the theatre beautiful was in Pisa Italy, but the film shown was out of date and the theatre poorly patronized.

In regard to London the doctor stated that the smoking permitted in these theatres formed a cloud between the viewer and the screen, the theatres were not comparable with those in Canada, while the pictures had long been exhibited here. Attendance appeared to be very good, the queu being much in evidence.

Dr. Salton encouraged exhibitors on the Saturday morning exhibitions for children and spoke strongly against the efforts of censors to bring pictures down to the level of the child's mind.

Mr. R. Kershaw, president of the Manitoba Managers' Association was in the chair, and gave the speaker a hearty welcome.

The Digest Review of "One Clear Call" Issue of Sept. 16 Called "The Silent Call"

Through an error occasioned by a similarity of titles the review in The Digest of the issue of Sept. 16th on "One Clear Call" was headed and titled "The Silent Call." It is interesting to add the review on "One Clear Call" published in the Exhibitor's Bulletin of the issue of Sept. 2nd, published by Motion Picture Theatre Owners of America; "One Clear Call." This drama would be notable if it were only for the fact that it serves to bring back to the screen Henry B. Walthall in the best part he has had since "The Little Colenel" in "The Birth of a Nation." But it also presents beautiful Claire Windsor in a most sympathetic part and a real story. It is a First National picture. The manner in which a dissolute man redeems himself in the final stages of his career is done so naturally as well as so dramatically that the film holds one's interest from beginning."

FOR SALE.

6B motor-driven powers, first-class condition, practically new; Crescent spotlight, new; Automatic Butterkist popcorn and peanut machine. Must sell quick. Address, W. G. Sturgess, c/o Famous-Players Film Service, Toronto.

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Gertrude Astor to Appear Opposite Earle Williams

Work has begun on Earle Williams' new feature, "You Never Know," and a number of the opening scenes have been shot. Gertrude Astor is playing opposite Earle Williams. Miss Astor, whose clever work in "The Spenders," "The Lion Man," "Through the Back Door," and other successes, is widely remembered, was selected for her eminent fitness for the part of Miriam Follansbee. George Field, another favorite heavy, who will be remembered in "Diamonds Adrift," will have the part of Medina, the gun-running South American revolutionist. One of the big possibilities in the picture, that of "Muggsy," the two-fisted, loyal little San Francisco gang leader, goes to Coy Watson, a juvenile of unusual ability.

"You Never Know" is predicted as one of the most interesting pictures of Earle Williams' career. This popular star is at his best as Eddie Manning secret service operative. His sauve, polished manner, and his striking personality more nearly approximate the popular ideal as a "Go-get-'em" detective. There is a real story behind "You Never Know," one full of breathless action, and containing numerous punches. The attack of a vicious gang of little street gamins upon a Spanish cabaret; a desperate hand-to-hand fight in a hotel room; the capture of a filibuster's yacht by a government seaplane are a few of the high lights. Robert Ensminger is directing.

Vitagraph "Divorce Coupons" Presented Centre, Ottawa, as "Marriage Coupons"

Vitagraph's "Divorce Coupons" was presented as "Marriage Coupons" at the Centre Theatre, Ottawa, during the week of September 11th, the censors having required this change in the title. A number of scenes were deleted as well. Manager Ben Stapleton used painted art display signs of a special type for the lobby display for this feature, while the still photographs used all had the "new" title of the feature superimposed over the original name.

U. S. Makes First Shipment Gold To Canada Since Signing of Armistice

The first shipment of gold from the U.S. to Canada has been made since the armistice. The New York Trust Company announced that it had shipped $500,000 in gold coin to the Canadian Bank of Commerce in Montreal

VITAGRAPH

ALBERT E. SMITH PRESIDENT

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Scenes From Vitagraph's Big Feature "A ROGUE'S ROMANCE"

Featuring
Rodolph Valentino
"A rogue but what a lover"

Featuring
Earle Williams
as The Master Criminal

Before Buying Pictures Read The Digest Advertising Pages
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From The Motion Picture News

September 23, 1922

"A Rogue's Romance"
Vitagraph—5 Reels

(*Reviewed by Charles Larkin*)

TAKING advantage of Rodolph Valentino's phenomenal rise to fame, Vitagraph is reviving this production of other days and in billing the picture is giving "The Perfect Lover" equal prominence with the star, Earl Williams. This is all well and good and fine business practice, but Williams is the boy who does the work. It was as a dancer that Valentino first won public attention and in this feature he gyrates through a couple of wild Apache dances, in which his fair partner undergoes some rough treatment and otherwise distinguishes himself in the role of The Ferret, a Montmartre hard-boiled egg. The girls will undoubtedly rush to see Rody dance, so this picture has a real box office value.

So much for the Valentino end. To Earl Williams, however, goes the honor of portraying a very entertaining character, that of M. Picard, master criminal. Williams dominates every scene and it is Earl at his best.

The atmosphere of Paris has been fairly well transferred to the screen. The Cafe D'Or being a colorful underworld setting for the Valentino dances. There are some elaborate shots at a fashionable hotel. The story is one that holds the interest throughout. It deals mostly with the theft and recovery of pearl necklaces and the capture of a band of grafters. The exposure of the plot and subsequent escape of Picard forms a dramatic climax. James Young directed this one. That is a decided asset. The thing for exhibitors to do when they book this one is not to overplay the Valentino end too much.

The Cast

M. Picard .....Earl Williams
The Ferret .....Rodolph Valentino
Helene DuFrenay .....Katherine Adams
M. Henri DuVal .....Brinsley Shaw
Jeanne Derneau .....Maud George

By H. H. Van Loan. Scenario and direction by James Young.

The Story—M. Picard, a master criminal, antagonizes The Ferret, a dangerous Apache. The Ferret in return hounds Picard, informing the police of his every move. Picard always outwits the police and escapes. A girl induces Picard to turn his powers to the aid of society. He helps the police capture a dangerous band of grafters as well as recover a valuable pearl necklace. He is cornered several times but always gets away.

Classication—One of those interesting French crook stories that always appeal.

Production Highlights—The Apache dances performed by Valentino and a sprightly little partner. The work of Earl Williams as Picard, the criminal. The exciting escapes. The theft and discovery of the necklace. The fine photography, direction and lighting effects. The correct Montmartre atmosphere. The thrilling climax.

Before Buying Pictures Read The Digest Advertising Pages.
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S. MORGAN-POWELL REVIEWS JACKIE COOGAN IN "TROUBLE" AT ALLEN, MONTREAL

THERE is only one Jackie Coogan. The little boy with the roguish ways, the disarming smile, the merry twinkling eyes, and the most astounding capacity for mischief has won his way into the hearts of literally millions of people. He is inimitable, and he is adorable, because he is always himself. He has the precocious ability of a youngster who has never known shyness, and his mimetic faculties are obviously abnormal. He acts naturally, because it is natural for childhood to play naturally, without restraint, without awkwardness or self-consciousness.

In his latest picture, fittingly entitled "Trouble," Jackie is a whole entertainment by himself. As an ill-used foster-child, he stands between his foster-mother and her brutal husband, and for a time gets considerably the worst end of the deal. He tries to substitute for the husband on a job in order that his foster-mother may have money for food and clothing; but the job is too big for Jackie, and he is compelled to admit his failure and return home. Once there, his love for his foster-mother cannot endure the sight of her ill-treatment at the hands of a brute, and he engages the latter valiantly in fistic combat, revealing in an amazing manner the pluck and chivalry of boyhood. The timely arrival of a policeman brings the encounter to an end highly pleasing to Jackie, and eventually he goes away into the country with his beloved foster-mother and enjoys life like every healthy lad ought to do.

The story is attractive in itself, but with Jackie Coogan portraying the waif, it is a delight to watch. The huge auditorium of the Allen Theatre was packed to overflowing again, and again yesterday, and it was clearly evident from the comments of the audience and from their applause that this fascinating little imp of the screen is very dear to them. Jackie provides more laughter in an evening than the average comedian does in a week. His antics are unfailingly mirth-provoking, and he always manages to come out on top in the end.

Scenically, the film is notable for its realism and for its appropriate settings. The photography is admirable, and for once we have a comedy in which a child is exploited with good taste and rare restraint. Everybody ought to see Jackie getting into trouble and out of it. The sight is a joyous one, even if there are moments when one laughs with a catch in one's throat. Jackie is inimitable. Long may he remain so!

Six Different Leading Ladies In Educational Christie Comedies

Christie Comedies will have six different leading ladies in their first five pictures this fall. Here's the line-up of the beauty brigade: Viora Daniel and Helen Darling appear with Neal Burns in the first picture, "That Son of a Shiek"; Vera Stedman plays the lead with Bobby Vernon in "Pardon My Glove"; Dorothy Devore is starred in "Let 'Er Run"; Charlotte Merriam, former Christie girl, has been re-engaged for the fourth comedy, a house-boating expedition; and Charlotte Stevens supports Bobby in the next picture of the series.

J. R. Muir Returns To Vancouver From Capital Theatre Chain Conference Of Managers

J. R. Muir recently returned from Winnipeg where he attended a conference of Western Managers of the Capitol theatre chain. N. L. Nathanson was in attendance.

My Old Kentucky Home Playing Maritime Provinces

My Old Kentucky Home (Canadian Releasing Corporation) had its premier showing over Maritime Province territory in Fredericton and opened at the St. John Opera House last Monday.

E. H. Teel has had splendid success in booking this first new Release in the Key Cities of the Maritime Provinces.

R. G. March Appointed Mgr. St. John Fox Office

R. G. March, formerly manager of the Specialty Film Import, and one of the best known Film men in the Territory, has been appointed manager of the local office of the Fox Film Corporation at St. John.

W. J. Melody, who has been for several years Manager of the Fox Film Corporation, has been transferred back to the Toronto office.

This change will be welcomed by Mr. Melody, as he will be with his family who are in Toronto.

Before his departure from St. John, his Associates, including Managers of the various Film Exchanges met and presented Mr. Melody with a very fine travelling bag as a momento of his stay with them.

The Presentation was made by Mr. J. Kraker, Manager of the Opera House, who made an excellent speech, to which Mr. Melody replied.

Clever recitations were given and stories told by Abe Cass. E. H. Teel and R. G. March.

New Kitsilano, Vancouver, Opens, R. E. Berry, Manager

By the time this appears in print the new Kitsilano Theatre will have opened to the public. R. E. Berry, who recently purchased the theatre, has had it remodeled and it now seats close to 1000.

Mgr. Stapleton, of Centre, Ottawa, Takes Advantage of Carnival For "One Clear Call"

When the Central Canada Exhibition put on a fancy dress carnival on the last night of the Ottawa Fair, September 16th, Manager Ben Stapleton, of the Centre Theatre, Ottawa, took advantage of the opportunity to provide a stunt for "One Clear Call," the feature at the theatre during the following week, by having several men impersonate Klu-Klux-Klan characters in the parade.

"Foolish Wives" Stands Them Up, Allen, Vancouver

"Foolish Wives" broke all records at the Allen theatre the week of September 4th. Although it has been vigorously criticised in many circles there is no question that it is the box office record breaker of the year. "The Eternal Flame," with Norma Talmadge, followed "Foolish Wives," the next week. Among attractions booked for an early showing at this theatre are "The Storm," "The Masquerader," Monte Cristo," "One Clear Call," "Sonny," and "Nero," the big Fox special.

Capital Theatre's Music Lovers' Night Proves Good

The Capitol Theatre did big business the week of Sept 11th, with "Blood and Sand." A new feature at the Capitol this season which is proving popular is music lovers' night, which is staged every Thursday night. The orchestra of sixteen pieces being augmented, thirty-five musicians making up the band, and they put over some good music under the leadership of Calvin Winters.

Digitized by Google *Before Buying Pictures Read The Digest Advertising Pages.* Original from NEW YORK PUBLIC LIBRARY

PRODUCERS OF "FREE AIR" CLAIM PICTURE FULL OF EXPLOITATION POSSIBILITIES

NEVER was a motion picture so richly endowed with exploitation possibilities as "Free Air." Never has there been a picture which offers such an overwhelming appeal to public interest. Never has there been a picture that guarantees the exhibitor the box-office returns that will accrue from the showing of this production, so states its producer.

"Free Air" is a natural money-making proposition for the exhibitor who gets behind it with the proper spirit of co-operation. Written by the author of "Main Street," the most widely read and most widely quoted novel of the year, the story of "Free Air" combines all the elements of successful motion picture entertainment.

Such is the background of a story that made its original appearance as a serial in "The Saturday Evening Post" (with a circulation of more than 2,000,000 copies a week) and later was issued in book form, scoring an immediate success as a worthy companion to "Main Street." So far, therefore, as the title and author are concerned, "Free Air" can boast of a ready-made-and-waiting audience that runs into the millions.

In many respects, "Free Air" has one of the best balanced casts that ever put action into a motion picture —for at the outset let us say that "Free Air" is an "automobile picture," and there is a whirr of wheels from the time the action starts until its unconventional ending. The principal parts are taken by Tom Douglas, a newcomer with a Charlie Ray future, and Marjorie Seaman, a young society girl who broke into pictures by way of "Dream Street." Other members of the cast include George Pauncefort, Henry Sell, Dorothy Allen and Ben Hendricks, Jr., all well known and well liked by the motion picture fans of the country.

The picture was directed by E. H. Griffith, a past-master in the handling of fast-moving action, who has directed Marguerite Clark, Alice Brady, Corinne Griffiths and Alice Joyce, and who during the war created "Clear for Action" and Fit to Fight" for the Government.

Managers in Toronto Find Attractive Lobby and Fronts Stimulate Box-Office Receipts

Manager Walter Appleton of the Queen's Royal is actively engaged in devising attractive lobby displays for his theatre, one in particular which should have big mention is "The Silent Call" which did tremendous business at this theatre during the entire run of the picture there. Exhibitors playing Associated First National attractions and interested in lobby displays and attractive theatre fronts can call on Bill Stewart, so we are informed by him for any co-operation along these lines which he can extend.

Manager J. Goldhar of the Duchess, Toronto, opened to exceptional business with "The Silent Call" also utilizing a most effective outside display.

"That Son of a Sheik" Capturing Important Bookings

Educational Christie Comedy release, "That Son of a Sheik" is playing at Allen and Loew's Theatres same day and date, Toronto, and will play Allen and Loew's, Montreal, following week.

Stephenson Attractions Make New Appointments For Representation

Mr. E. A. Browne has been appointed special representative of Stephenson attractions in Ontario, while Mr. Harry Price has been engaged to represent Stephenson in Western Canada, leaving for that territory immediately.

Mrs. E. H. Davidson Wires Mgr. McDonald of Halifax "Smilin' Through" Breaks Record

A telegram from Mrs. E. H. Davidson of the Imperial Theatre, Moncton, to Mr. McDonald of the Orpheus, Halifax, contained the following information: Smilin' Through" opened to-day to the biggest business in the history of my theatre stop. This is a wonderful picture and a sure winner. "Signed Mrs. E. H. Davidson, Manager Imperial Theatre, Moncton. N.B.

It is rumored that the Regent, Hamilton, may be sold.

Managers McMullen and Simpson, Castle Theatre, Guelph, Exploit "Penrod" To Advantage

Managers McMullen & Simpson of the Castle Theatre, Guelph, introduced some very effective and inexpensive exploitatioi on Associated First National release, "Penrod."

Attractive newspaper layouts coupled with the co-operation of merchants in the contribution of window space, whereby merchandise such as might be utilized by any "Penrod" was made more saleable through the introduction of a "Penrod" display. In addition to this Managers McMullen and Simpson enclosed a "Certificate of Merit" to Educational Institutions, which ran as follows: "The enclosed certificate of merit to be given to a boy and girl pupil in your class, who shows the greatest improvement in any given subject, is quite a novel method of encouraging the children to strive and win the coveted honor, as most girls and boys have read Booth Tarkington's famous "Penrod" stories, as have their parents.

The certificate carries with it a special prize to the pupil and his parents, these will be given to the winner on presenting the certificate with your signature at the office of the Castle Theatre. This idea from an educational standpoint, has been found to reap wonderful results, among pupils who are at all backward in their studies.

Please accept the enclosed invitation to attend the presentation, assuring you, we shall be delighted with your company and thanking you for your co-operation. Believe me to be yours very truly. Signed by Castle theatre managers.

The certificate was nicely got up, looking like the regulation certificates given for merit. It was headed "Special Penrod Prize" For Merit. This is to certify that———— has shown great improvement in class work during the past week and is entitled to this special prize. The greatest improvement has been made in ————————. Conduct during the week has been excellent. Space left for signature of teacher. In the left hand corner of the certificate was a cut of Wesley Barry and reading matter as follows: Marshall Neilan presents "Freckles Barry."

The letter and certificate created considerable interest and as a consequence Managers McMullen and Simpson did excellent business on "Penrod."

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CANADIAN PRODUCERS TO RESERVE THE RIGHTS TO RELEASE HOME PRODUCT THEMSELVES

AT a conference held in Ottawa Sept. 16th, representative of the producing activities in Canada, it was resolved to reserve the releasing rights of all productions made in Canada for Canada. In following this idea Canada is exercising the releasing arrangements followed by other countries who are the producers of film. Those countries with whom Canada shares the benefits of an Imperial Preference in regard to tariff will be greatly benefited by this ruling on duties saved on their import of pictures from Canada.

Those who attended this meeting included representatives of Ottawa Film Production, Ltd.; Newfoundland Films, Ltd.; New Brunswick, Ltd.; Saulte St. Marie Films, Ltd.; Northern Pictures Corp., Ltd.; Canadian Photoplays, Ltd.; Winnipeg Productions, Ltd.; Prince Edward Island Films, Ltd.

C. R. Dippie Opens Office For Educational In Vancouver

C. R. Dippie returned recently from a months sojourn in the East. While in Toronto he made arrangements to open a branch for Educational films in Vancouver. First National had been releasing this program in B. C. Mr. Dippie is a veteran film man, having managed the mutual office in Vancouver until it closed, since which time he was the guiding light of the Columbia Theatre Co., Ltd. Mr. Hanson, general manager of Canadian Educational recently returned from a western trip. The installation of Mr. Dippie as Vancouver manager was part of the business which took Mr. Hanson to Vancouver.

J. B. Whitney Now With Assoc. First Nat.

J. B. Whitney has been appointed salesman with the Associated First National. Mr. Whitney was formerly an exhibitor and exhibitors should find it very easy to do business with Mr. Whitney effectively.

L. E. Ouimet To Begin Production on Canadian Picture

L. E. Ouimet, former president and general manager of Specialty Film Import, has left for Los Angeles but is expected back on a flying visit to Montreal about the end of October. We are informed that shares of Laval Photoplays Limited, the production company in which Mr. Ouimet is interested, have been well applied for and that there is now sufficient in the company's treasury to meet the immediate expenses. The production of a Canadian picture may now be expected to commence and to be completed at a comparatively early date.

Calgary Daily Herald Had Full Page on Engagement Of "The Eternal Flame"

The Calgary Herald, Saturday Sept. 16th, had a full page advertisement on "The Drama Magnificent," Norma Talmadge in "The Eternal Flame." The picture played the Allens' Palace Theatre, and was announced as "Attraction Extraordinary." It played to the usual prices, and was presented with a special prologue. Miss Rene Murray, who scored such a success in her vaudeville act, "An Old-Fashioned Garden" at one of the Vaudeville theatres was engaged to participate in the prologue for "The Eternal Flame." Miss Murray was to sing the special song composed in honor of Miss Talmadge's success, "The Eternal Flame" and the prologue was to be so arranged that it became part of the picture. Members of prominent choirs in Calgary sang off stage the numbers required in the continuity of the picture. Coming to this theatre, Allen Holubar's "Hurricane's Gal," starring Dorothy Phillips.

Mgr. F. Guest of Hamilton Visits Toronto New Hamilton Theatre

The Digest had the pleasure of hearing in detail plans for the building of Mr. Guest's new theatre in Hamilton.

The project is a stupendous one involving a half a million dollar deal and will incorporate fourteen stores and pretentious apartments in conjunction with the theatre which will have two important entrances, one on Main Street, and one on King Street. It is very gratifying to The Digest to see our Canadian exhibitors entering upon projects where a cipher or two does not count.

Carl Weeks Promoted To F-P-L—Toronto Office

Carl Weeks, manager for Western Canada of the Famous Lasky exchange, Winnipeg, has received word of his promotion to the Toronto office, to succeed Morris Milligan, also a former manager in Winnipeg, who has been sent to Washington, D.C., as branch manager. George Margetts, of St. John, N.B., will be the new manager at Winnipeg, and has been in Winnipeg for several days making the acquaintance of exhibitors. He took over the office Sept. 23.

John Prescott, Former Manager Capitol Theatre, Winnipeg, Dies

We regret to report the death of John Prescott, former manager of the Capitol theatre in Winnipeg, who died from paralysis at Flint, Mich., where he had gone shortly after leaving Winnipeg to join the W. S. Butterfield circuit as manager at Flint. The deceased is survived by Mrs. Prescott; they had been married about two years.

Henry Nathanson In West Lyceum to Play Big Specials

Henry Nathanson, special representative of the Regal office from Toronto, has been in Winnipeg and the west for a few weeks, and has made many sales of the Metro specials coming out this season. The Capitol of Winnipeg has "The Prisoner of Zenda," but several of their big specials will be shown at the Lyceum.

Louis Jacobs Off To Honolulu With "Foolish Wives"

Louis Jacobs, former manager of Universal Exchange in Vancouver was in the city recently on his way to Honolulu. Mr. Jacobs has charge of "Foolish Wives" for Universal and is on his way to the land of the Hawaiian Moon to arrange for bookings.

PICTURE THEATRE EQUIPMENT FOR SALE.

Complete picture equipment, consisting of 410 chairs in good condition, two Simplex Machines, (motor-driven), complete five Oscillating Fans, Wurlitzer Organ, original cost, $2,700; Wagner Converter, Fire Extinguishers, Photo Frames, Light Fixtures. Will sell at a sacrifice, must be sold before October 12th. A real opportunity to secure the best equipment possible. G. Floy, 3265 Dundas St. West, Toronto. Will ship to anywhere in Canada.

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Vol. 14, No. 22
Sept. 30th, 1922.

CANADIAN MOVING PICTURE DIGEST

WEEK AFTER WEEK

We've been telling you about our

22 SPECIAL PRODUCTIONS 22

Watch Them Come

WEEK AFTER WEEK

60 to 70 Unusual Attractions

Associated First National Pictures

Toronto Montreal St. John Winnipeg Calgary Vancouver

FIRST NATIONAL PICTURES

TORONTO, CANADA
SEPT. 30th, 1922.

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Short Subjects are Half the Show

No matter how good the feature picture, how fine the story, or how prominent the name of the star may be, such a picture is only half of a motion picture theatre program.

The other half is comprised of Short Subjects, such as the news reel, the scenic drama, the comedy, the specialties in short length.

You are entitled to a whole evening's entertainment, and will get it at theatres whose owners pay for high quality throughout their entire programs and give as careful thought to the Short Subjects as they do to the feature.

These conscientious exhibitors select their Short Subjects from this list of guaranteed entertainment-value motion pictures:

CHRISTIE COMEDIES

LLOYD HAMILTON SPECIALS

MERMAID COMEDIES

TORCHY COMEDIES

CAMEO COMEDIES

THE ADVENTURES OF SHERLOCK HOLMES
By Conan Doyle

WILDERNESS TALES
By Robert C. Bruce

Tony Sarg's Almanac

EARL HURD COMEDIES

GRAPHIC

and

THE ENCHANTED CITY
A Short Length Special

All the above may be identified by our trade-mark on posters and lobby-cards in theatre entrances. When you see it,

Go In—It's the Sign of a Whole Evening's Entertainment

Aim at the 100% Show

"How many shows were saved last year by short subjects? How many exhibitors had to count on the comedy or novelty reel for the words of commendation that tell them when patrons are coming back again?

"Don't exercise the utmost of judgment and shrewd showmanship on the selection of your feature attraction now—and then decide to 'take a chance' on the short subjects as they come along.
"That's only half doing your job.

"Book short subjects that are worthy of it—then advertise them! There are opportunities here for creating a following that will bridge over many a weak offering."

ROBERT E. WELSH,
EDITOR-IN-CHIEF
MOVING PICTURE WORLD.

Educational Pictures

have a following

Because their quality has been high and sustained through two years of successful distributing.

Because Educational pounds away with paid advertising in publications like THE SATURDAY EVENING POST and THE LADIES' HOME JOURNAL, telling 24,000,000 people constantly that good showmen present EDUCATIONAL PICTURES on their programs.

It pays to book EDUCATIONAL PICTURES and LET THE PUBLIC KNOW YOU HAVE THEM. Display our posters and lobby-cards prominently and talk about them in your newspaper advertising!

← THIS AD APPEARS IN

The Saturday Evening Post (October 7th Issue)

AND The Ladies' Home Journal (November Issue)

Canadian Educational Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Famous Players Film Service Limited

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

ANNOUNCE

The Release of

The Season's Biggest Features

including

"Remembrance"
"Sherlock Holmes"
"Hungry Hearts"
"The Christian"
"The Sin Flood"
"Brothers Under the Skin"
"A Blind Bargain"
"The Stranger's Banquet"
"Trapped by the Mormons"
"The Fatal Marriage"
"What's Wrong with the Women?"
"Rich Men's Wives"
"Chain Lightning"

and others.

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BREAKING BOX-OFFICE RECORDS

Chain Lightning

Ask the Exhibitors Who Have Played It

The Autobiography of a Race Horse Told in Action

"LEGGY"

"Two reels of racing activities and training which made me winner of the Victory Derby." —Leggy.

One Reel of "How to Play Tennis"

MLLE. SUZANNE LENGLEN

An educational and entertaining reel of an international sport played by the world's champion.

A Right to the Jaw

Carpentier-Lewis Fight

A Real Box-Office Stimulator

FAMOUS PLAYERS FILM SERVICE LTD.

oronto Montreal St. John Winnipeg Calgary Vancouver

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"The picture went over with a bang, the work of Claire Windsor, House Peters and the little babe all scoring. But it is the financial possibilities of "Rich Men's Wives" as evidenced at the Capitol, New York on Sunday, when it played to about 20,000 people--that makes this picture stand out as a sure thing insofar as the exhibitor investment is concerned."

Motion Picture World Review, Sept. 2nd

Rich Men's Wives

with

HOUSE PETERS
CLAIRE WINDSOR
ROSEMARY THEBY
GASTON GLASS
MYRTLE STEDMAN

"What's Wrong with the Women?" is so true to life, so cleverly produced and so ably directed and lighted that it stands out as the foremost independent production of the season, and exhibitors should have no trouble in playing it to S.R.O. houses,"

Motion Picture World, Aug. 12th

"What's Wrong with the Women?"

with

Wilton Lackaye
Constance Bennett
Rod La Rocque
Helen Roland
Huntley Gordon
Julia Swayne Gordon
Montague Love
Barbara Castleton
Hedda Hopper
Paul McAllister
Mrs. Oscar Hammerstein

D. W. Griffith's

masterful supervision
as director

The Fatal Marriage

An adaptation of Lord Alfred Tennyson's immortal "Enoch Arden"

with

Lillian Gish and Wallace Reid

Endorsed by the Public, the Clergy and the Press

Trapped by the Mormons

A revelation of the secret inner evils of polygamous marriages and customs in Utah

FAMOUS PLAYERS FILM SERVICE LTD.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Sold individually. Each One

The Author of "The Old Nest"

Rupert Hughes

Now gives us a greater story of American family life

Remembrance

with Claude Gillingwater, Patsy Ruth Miller, Cullen Landis

A GOLDWYN SPECIAL

"America's greatest dramatic artist"

John Barrymore

as Sir Conan Doyle's famous character of detective fiction

Sherlock Holmes

From the William Gillette play

Directed by Albert Parker

A CAST TOP-HEAVY WITH TALENT

A GOLDWYN SPECIAL

Here's a Big One!

Anzia Yezierska's

Hungry Hearts

Directed by

E. Mason Hopper

The story of those who found love, beauty and power in America.

A GOLDWYN SPECIAL

Maurice Tourneur's

biggest motion picture success

The Christian

By Sir Hall Caine

This picture will create a photoplay sensation

with Richard Dix, Mae Busch, Gareth Hughes, Claude Gillingwater, Phyllis Haver, Joseph Dowling

A GOLDWYN SPECIAL

FAMOUS PLAYERS FILM SERVICE LTD.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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advertised to the limit!

Here is

A Great Picture

The vivid story of a Mississippi flood

The Sin Flood

Directed by Frank Lloyd

with Helene Chadwick, James Kirkwood, Ralph Lewis and Richard Dix

A GOLDWYN SPECIAL

Peter B. Kyne's

Saturday Evening Post story

Brothers Under The Skin

Directed by E. Mason Hopper

with Pat O' Malley, Helene Chadwick, Norman Kerry, Claire Windsor and Mae Busch

A GOLDWYN SPECIAL

Lon Chaney

gives his greatest character role in

A Blind Bargain

The story of a Man-devil and an Ape-man

A story of love and the menace of a mad messenger of science

Directed by Wallace Worsley

A GOLDWYN SPECIAL

Marshall Neilan's

cleverest picture

The Stranger's Banquet

with Hobart Bosworth, Claire Windsor, Rockcliffe Fellowes, Nigel Barrie, Claude Gillingwater, Margaret Loomis and Stewart Holmes

A GOLDWYN SPECIAL

FAMOUS PLAYERS FILM SERVICE LTD.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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THE Pictures outlined in the preceding pages are specially selected features with entertainment and box-office drawing ability guaranteed. Read the titles carefully, we invite your investigation of these releases, feeling assured that the more inquiries you make in reference to our offerings, the more convinced will you become that they are "the Season's Biggest Features."

Yours for a Prosperous Season,

Famous Players Film Service, Limited

TORONTO - MONTREAL - ST. JOHN
WINNIPEG - CALGARY - VANCOUVER

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Effective Exploitation to be Used for "The Fatal Marriage"

According to the statutes of certain states a wife may sue for divorce, where the husband has been absent from the state for five years or more, by advertising her intention in the newspapers. You can take advantage of this statute in a novelty teaser ad. The following is the correct form and type size to be used.

Supreme Court, (your County),

In the matter of the application of Annie Arden for leave to dissolve the marriage to Enoch Arden on ground of absence, petitioner.

To Enoch Arden, husband of Annie Arden:

please take notice that the presentation of the facts in the petition of Annie Arden is hereby set down for hearing and proof to be taken therein before one of the Justices of the Supreme Court of the State of ..... County, at the County Court House in the Borough of ..... City of .....at Special Term, Part III thereof on (Date) at (Time) of said day or as soon thereafter as counsel can be heard, for an order dissolving the marriage of Annie Arden to her husband, Enoch Arden on the ground of absence for over five successive years then last past of said Enoch Arden, without being known to said Annie Arden to be living during that time.

Yours, etc.,
(Manager's Name)
Attorney for Petitioner
(Theatre name and address)

Caution

"Fun From the Press" is the *only* motion picture subject with which "The Literary Digest" has any active connection whatever at present. Any use of the name "The Literary Digest" by producers, distributors or exhibitors, except in connection with this new subject "Fun From the Press" is wholly unwarranted and unauthorized and when so used is illegal. If exhibitors wish to show the *genuine* Literary Digest subject—the *only* film now produced, sponsored and backed by "The Literary Digest," they will immediately get in touch with the nearest Hodkinson exchange.

Distributed by W. W. Hodkinson Corporation.

"The Masquerader" Does Capacity at The Allen, Winnipeg

"The Masquerader" at the Allen, Winnipeg, did a capacity business and pleased the audiences immensely. Manager Miller Stewart is looking forward to capacity business with "The Eternal Flame."

"The Fatal Marriage Adapatation of Lord Alfred Tennyson's Enoch Arden"

David Belasco, famous New York impresario, popularized the idea of the revival with his masterful presentations of "The Easiest Way" and "The Return of Peter Grimm." Now comes a revival of D. W. Griffith's brilliant picturization of Lord Tennyson's epic poem "Enoch Arden." It is called "The Fatal Marriage." Wallace Reid as the young lover, Philip and Lillian Gish as the quaint little fisherman's daughter, Annie, have the principal roles while Walter Paget appears as the tragic Enoch who goes down to the sea against the wishes of his young wife, is shipwrecked and cast upon an uncharted island, to return home years later only to find his wife grown old herself and married to Philip. D. W. Griffith has brought out all the romantic elements of the famous poem, which is being released by the Famous Players Film Service.

"What Wrong With The Women" Receives Universal Praise

The following Press and Trade comments on "What's Wrong With The Women?" Famous Players Film Service release, must be very gratifying to the Exchange handling the product, and a guarantee to the exhibitors who are booking it; Moving Picture World—"State Right offering that will make box-office jingle with record-breaking grosses. Trade Review—"Ought to find a welcome on any screen in the land." News—The picture looks to us like a knockout. Exhibitors' Herald—Sufficient number of people are interested in the question asked by the title of this picture to make it an attraction, even if Daniel Carson Goodman had produced it with less merit and with a cast less favorably known. Film Daily—An up-to-date story with situations which will appeal to many.

New Grand, Montreal, Turns Them Away With "Trapped by The Mormons"

"Trapped by the Mormons," the big Famous Players Film just released at the New Grand, Montreal, has been playing to big business and patrons have had to be refused seats owing to the great demand. Another incident that shows how this exchange is forging ahead was the public screening at the Allen recently of "What's Wrong With The Women?" which elicited high commendations from the large number of exhibitors who came to view it.

"DURING the current season," says the ***Moving Picture World***, "there have been presented to the trade some 700 feature productions. Of these, the generous estimate for absolute big successes is 35 productions. . . . . Of the remaining 665 productions, some 365 could be called failures. The remaining 300 can be termed average pictures . . . . . not good enough . . . to set the great public in a frame of mind to care whether they saw more of them or not."

It is worth recording in this connection that the National Committee for Better Films, in its "Year's Best List," awarded HODKINSON PICTURES 10% of the finest product of the past year. This, in face of the fact that HODKINSON distributes only about 3% of the year's productions.

The selective principle exercised by this corporation, as applied both to pictures and sales personnel, comes as near as is humanly possible to assuring the Exibitor a steady supply of failure-proof product.

The Theatre Owner who can say "I play Hodkinson 100%," automatically reduces his percentage of poor pictures —a fact that is borne out by the best critical bodies of the industry.

HODKINSON PICTURES

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— a story the whole world loves!

"We'll face it together no matter what it is."

Drama
Love
Action
Laughter
Tears
Comedy

BOOKED IN THE FOLLOWING LEADING CITIES IN CANADA

Shea's Theatre
Toronto

Allen Theatre
Vancouver

Lyceum Theatre
Winnipeg

Imperial
St. John

Casino
Halifax

Regent Theatre
Calgary

Rialto
Edmonton

BEST THEATRES EVERYWHERE

HOUSE PETERS

EDITH HALLOR, GERTRUDE CLAIRE, MARY PHILBIN,
RUSSELL SIMPSON, RAMSEY WALLACE, GEO. HACKATHORNE
IN A STUPENDOUS DRAMA OF LIFE

"HUMAN HEARTS"

Dedicated to the Mothers of the World
by Carl Laemmle

FROM THE PLAY BY HAL REID

DIRECTED BY KING BAGGOT

UNIVERSAL-JEWEL

THIS IS THE PICTURE YOU HAVE BEEN WAITING FOR

Wait No Longer
Bookings Now Available

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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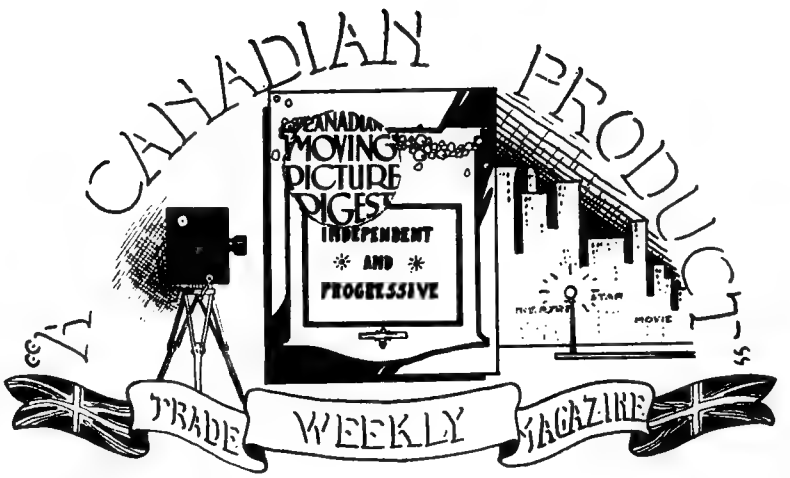

The CANADIAN MOVING PICTURE DIGEST

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HARRY J MANHEIM
Business Manager

VOL. 14, No. 22 TORONTO, CANADA SEPTEMBER 30th, 1922

They Came--They Saw--But Were Not Conquered

THE Calgary Daily Herald published a two-column article Saturday, September 16th, by Davis Edwards, which was headed "British Up In Arms Against American Films and Players." It seems that there is a great deal of Anti-American feeling at present rife in London. Occasioned by the fact that the United States have captured the trade with the colonies, and that most of the pictures being exhibited in England are United States made. Several of the newspapers have joined in the outcry against United States films and the invasion of the English studios by United States artists, thereby depriving English artists of work.

The article states that "the nigger in the woodpile" is occasioned by the following fact that during the last fiscal year Australia imported 17,178,806 feet of film for exhibition, and of this 15,420,068 were of American manufacture. The British attacks concentrate, not upon the Trade loss, but upon the moral effect of so many United States pictures embodying United States ideas and ideals. Those of us who know how truth can be camouflaged to suit the convenience of the occasion, and how many times patriotism as a bludgeon, in securing trade, is wielded, are not alarmed at the idea of United States films Americanizing Englishmen.

Those who have lived among Englishmen know that you have as much chance of making a Stars and Stripes enthusiast out of an Englishman, because of United States films, as you have of taking a bone from a hungry bull-dog. If there is one race of people who is "stiff-necked" in upholding the traditions of its forefathers, that race is English. Their stubborn adherence to the customs and habits, morally, and in their business methods, to the custom and habits followed by their ancestral chain is one of the strongest points of argument toward the belief that they are the descendants of the "Lost Tribes of Israel." The hue and cry regarding the 965 United States Moving Pictures, from a national angle, reported as the United States photoplay release for this year, is rather "thin." The nature of the Englishman would not be effected by these, other than through Trade considerations, were this number doubled

How United States Films affect Britishers outside of England is a matter which those who are loudest in their outcry should have considered many years ago. It is only quite recently that Canada in endeavoring to buy English-made pictures was forced to make her purchases through the United States, English producers having been in the habit of selling Canadian Rights with the United States Rights; and only after a good deal of propaganda by the writer, in conjunction with other Canadian influences, was this situation changed to some extent, some of the more important English producers, separating Canada from the United States when selling their product. Although English productions have become much finer than they were some years ago, still the English-made picture, with some exceptions, is not as entertaining, nor of the quality which we find in pictures made on the American Continent.

With but a few exceptions we have found that the German, French, and Italian pictures, Swedish included, are not as entertaining either

It is only natural to expect that the public are going to buy the best that they can get for their money, except in those countries where they do not know the difference; and exhibitors are going to give their public the pictures which will attract that public to their theatres.

Every Britisher would love to see British Films in a position which would rival that of foreign product, but why be an ostrich? We had a press campaign in Canada, propaganda galore, and exhibitors' and exchange co-operation in regard to British Films, the public came, saw, but was not conquered; and you could shout British Films from the top of every one of our theatres in Canada, if they do not compare favorably with the United States product, the public will let you keep on shouting, while they keep on attending those theatres which are showing films which entertain them.

The Canadian public will not be any different when considering Canadian-made pictures, perhaps they will treat us a little more indifferently than they did the English-made Films, if we do not show a quality equal to that quality contained in pictures which are made by our neighbors. They found some excuse for the English in that the War hampered picture progress, climatic conditions are unfavorable, the nature of the people on this continent trains itself more readily to Moving Picture requisites, but for Canada there will be no excuse. We will have to make good and make good big, or the presentation of Canadian-made pictures at our theatres will be limited, not through the lack of supply, but through the superiority of foreign-made product.

—RAY LEWIS

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EXCERPTS FROM PRESS COMMENTS PICTURES PLAYING TORONTO THEATRES

AT HIPPODROME.

Programme of Excellent Pictures and High-class Music.

The management of Shea's Hippodrome is continuing its program of showing only the best motion-picture plays available in the market. Two photoplays, both of the highest calibre, are offered this week at the popular playhouse. Pauline Frederick, in "The Glory of Clementina," accompanied by an appropriate musical program on the organ by Mr. Ernest Hunt, is the chief attraction. The other feature is a film the object of which is entertainment pure and simple—and actually so. From beginning to end it is filled with thrills and human interest incidents. Its title is "Reported Missing," starring the well-known versatile actor, Owen Moore.—Globe.

AT REGENT THEATRE.

"Burning Sands" Proves to Be Picturesque Film.

Wanda Hawley and Milton Sills are the central figures in the photoplay, "Burning Sands," shown this week at the Regent Theatre. The play deals with the political intrigues and small jealousies of certain tribes in the Soudan, and an Englishman in Cairo secretly is backing up the trouble-makersr. Eventually all is made right, though not until the hero and heroine pass through many dangers. Wanda Hawley, as the daughter of the British Foreign Secretary at Cairo, takes her part excellently. The real heroine, however, though the author did not make her so, is the dancing girl at Cairo, who twice saves the life of the hero, and in the end is disposed of as regards plot by being killed. The stirring battle scenes and the flickering lights and shades of desert life and scenery make the play exceptionally picturesque.—Globe.

AT PANTAGES.

Dorothy Phillips Captures Audience in "Hurricane's Gal."

Dorothy Phillips, one of the popular stars of the screen, whose attainments as an emotional actress have been previously revealed, is at the Pantages Theatre this week in "Hurricane's Gal." Miss Phillips has the role of a wild, untamed girl of the sea, who inherited from her Irish father a spirit of hate and lawlessness, and from her mother the romance of the Spanish as mistress of her late father's opium-smuggling ship. She roams the seas and rules the vessel with a ferocity that is usually well balanced by abundant good humor.—Globe.

"The Eternal Flame."

"The Eternal Flame," in which Norma Talmadge may be seen at the Allen Theatre this week, is an elaborate photo-drama dealing with life in France in the beginning of the 19th century. The drama is based on one of Balzac's novels, and deals with a duchess who has become a notorious heart-breaker. She trifles with one man too many. When he finds that she has made a fool of him, he undertakes to avenge all her victims. The task is made easier by the fact that the duchess has fallen in love with him. "The Eternal Flame" tells an interesting story. The chastening of a heartless coquette is a subject that always proves popular on the screen. The picturesque costuming of "The Eternal Flame" adds to the attractiveness of the picture. Mail and Empire.

Picture at Strand.

The picture at the Strand Theatre this week is entitled "In The Name of The Law," and tells the story of a policeman. In fact, it has an unusual subject, as an effort has been made to show something of the heart and soul of a "cop."—Mail and Empire.

CALGARY HERALD REVIEWS PICTURE PLAYING THEATRES

AT THE PALACE

Peter B. Kyne, the author of countless heroic novels and stories which have appeared in the Saturday Evening Post wrote the story of "Kindred of the Dust," which was given its initial showing at the Palace yesterday. So often when a well-known story is transferred to the screen it is changed so that it loses its interest to those who have read the original, but in this instance all the interest and tenseness of Mr. Kyne's story have been preserved.

It is a big story of the great out-of-doors. It is a story of the lumber camps. It is a story of the northwest—not the northwest of snows and snowshoes which Mr. Curwood has tried to make famous, but the northwest of virile red-blooded men who face the battles of life without the timely aid of a mounted policeman. The chief character is "Nan of the Sawdust Pile," portrayed by Miriam Cooper. Playing opposite her is Ralph Graves, one of the most talented of screen actors.

The picture was given a splendid musical interpretation by A. Weaver-Winston and his orchestra who individually and collectively seemed to "feel" what was required. They did not dominate the picture—they interpreted it.

Taken all in all the Palace offering this last half of the week is splendid. It is one of the best yet.

AT THE ALLEN

The William Fox picture, in which Charles Jones stars, opened last night at the Allen Theatre, and scored an emphatic success. Entitled "Rough Shod," and adapted from a story by that popular author of western adventure tales, Charles Selzer, it caught the fancy of the audience from the start. It deals with ranch life in Arizona; its villainly embraces both the polished and the rough, and its love romance is of the most wholesome sort. Its heroine is a very charming young business woman—owner of a ranch—and the hero (Charles Jones) is her foreman, a chap of steady nerve and abundant courage, both moral and physical.

The story is well stocked with exciting incident—including a fight to the death under water—and an unusual feature is that there are two feminine roles of practically equal distinction; one played by Helen Ferguson, the leading woman; the other by Ruth Renicks. The popular Maurice Flynn also is in the cast.

The star's work throughout is admirable, and the staging most attractive. It is a picture of powerful appeal to all lovers of rapid-fire action on the screen.

"Kindred of the Dust" Tie-Up With Copp-Clarke, Publishers of the Book

"Kindred of the Dust," the R. A. Walsh production, starring Miriam Cooper, is to have a tie-up with the publishers of the book—Copp-Clarke Company, who have canvassed all book stores to work in co-operatoin with exhibitors showing this picture.

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REGINALD DENNY IN STARRING ROLE, SECOND SERIES, "THE LEATHER PUSHERS"

THE new series of two-reelers from H. C. Witwer's famous prize-ring stories, "The Leather Pushers," will be even better than the first six of the series, it is promised by Harry Pollard, who is directing Reginald Denny in the role of Kid Roberts, the millionaire boxer, at Universal City.

Pollard made the original six "Leather Pusher" releases, with Reginald Denny in the starring role. These short features made such a hit that Pollard was engaged as a regular Universal director, and Denny as a regular Universal star. Then, when box-office reports continued to pile in, echoing from all parts of the country the huge success of "The Leather Pushers," Universal made arrangements with the author, H. C. Witwer, for more of the same.

The new "Leather Pushers" series will be unique in having many of the same players as the first six, although the original two-reelers were made in the East, and the new series is being made at Universal City. Universal has re-engaged and transported from the East many of the players who took part in the original series.

The most popular of these players is Hayden Stevenson, who played the role of Kid Roberts' manager. Stevenson is said to have one of the most engaging personalities on. the screen His re-engagement by Universal was made a condition by both Pollard and Denny.

Production upon the new "Leather Pushers" was held up until Stevenson's arrival and until Denny had completed his work as the leading man in "The Kentucky Derby," King Baggot's forthcoming Universal-Jewel production. Since making the first six "Leather Pushers" subjects, Pollard has made several five-reel features for Universal(notably "Trimmed" a recent Hoot Gibson success, and "The Loaded Door," Hoot's forthcoming Universal Attraction.

During the making of the first six, Pollard obtained the aid and co-operation of many of New York's leading ring authorities, and fighters. Among the well-known fighters who appeared with Reginald Denny in "The Leather Pushers" was Sam McVey, now dead, and Bob Armstrong. Pollard has lined up many of the first-raters of the West Coast to co-operate with him in the making of the new "Leather Pushers."

EDUCATIONAL "ENCHANTED CITY" "ESTABLISHES NEW STANDARD OF COMPARISON FOR PICTURES"

"THE Enchanted City," the beautiful work of art by Warren A. Newcombe, which has created such an impression because of the forecast it carries of greater things for the screen, will be released by Educational Film Exchanges, Inc., by arrangement with Howard Estabrook.

This single-reel subject was shown on Broadway, at the Rivoli Theatre, and following this run has received from magazines, newspapers and trade publications a flood of the most enthusiastic praise as a new type of picture which, as one critic expressed it, "establishes a new standard of comparison for moving pictures."

"The Enchanted City" is a love fantasy, the story of a dream told by a youth to his beloved as they sit on a cliff by the sea. The story is told with a series of beautiful paintings by Mr. Newcombe which mark a far stride beyond anything of this sort that has been done before in motion pictures.

Mr. Newcombe, a member of the Boston Guild of Artists, who is well-known throughout the art and magazine fields, is a striking example of a distinguished young artist turning to the motion picture as the best medium through which to express his creative ideals, turning his back on an already successful career to achieve even greater success through the film.

Mr. Newcombe had already won fame in the art field of motion pictures before he made "The Enchanted City," and his name and work are associated with some of the greatest of recent feature successes, including "The Four Horsemen of the Apocalypse," "Passion," "Kismet," "The Inside of the Cup," and other almost equally famous pictures.

Now he has turned his attention to his own productions, and the first of these works is "The Enchanted City," the success of which was instantaneous when it reached the screen on Broadway, accompanied by special musical interpretations arranged by Dr. Hugo Riesenfeld.

This picture was greeted with such expressions from the critics as: "The most beautiful thing that has ever been done in the films;" "The result is remarkable—a genuine achievement," and "More true beauty than one could imagine possible." Life, noted for its severity when reviewing pictures, capped the climax with the following:

"A gorgeously beautiful picture that brings a new quality—something higher than photography—to the screen."

Expressions from the critics of the trade publications include:—

"Most exquisitely beautiful thing that has ever been done in films. It is so fine that any spectator's reactions cannot be measured in cold words. No exhibitor need be afraid it will be over the heads of his audience—it is his duty to show it. At the Rivoli Theatre the house responded with demonstrative enthusiasm."

"Brings something new to the screen—the result is remarkable—will arouse deep interest—a genuine achievement."

"An artistic novelty, pleasing and entertaining. Well received on Broadway."

A long article, illustrated with Mr. Newcombe's paintings, has been carried in "Arts and Decoration" on this picture, and many other stories and editorials have been written and printed about it, all of which will help to draw attention to this unusual subject when it is shown in the theatres of the country.

The National Board of Review of Motion Pictures, in its critical bulletin, "Exceptional Photoplays," discusses "The Enchanted City," declaring that Mr. Newcombe's paintings "suggest a dreamed immensity, a character of supernatural architecture and region, which no million dollars expended on built sets could effect except in a feeble, meagre and most unconvincing fashion."

Educational will release "The Enchanted City" within a few weeks.

M. Witmark, Publishers, Tie-Up With Song "The Eternal Flame"

The exploitation department of the Associated First National have arranged a tie-up with the music publishers, M. Witmark on "The Eternal Flame." A song dedicated to Norma Talmadge, and called "The Eternal Flame," has been composed, and being musical and tuneful, it helps to put the title over of the picture from an angle which perhaps might not be reached by any other channel.

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GOLDWYN PREPARING FOR EXTRAORDINARY ADVERTISING CAMPAIGN FOR EACH OF TWENTY BIG SPECIALS COMING YEAR

GOLDWYN Pictures Corporation, it is announced, is preparing for the biggest kind of national advertising campaign for the coming year. Not only will the twenty big super-specials, to which that firm will confine its year's activity, be thus advertised, but each individual picture will form the basis of a distinct national advertising campaign. The advertising will be so localized that it will be of direct benefit to the exhibitor in drawing patrons into his theatre.

Goldwyn entered the national advertising field last year with two of the biggest campaigns of the kind ever undertaken with "The Old Nest" and "Dangerous Curve Ahead," and met with a remarkable success both in receipts and in prestige.

And now, with twenty super-specials coming during the year, which will rival "The Old Nest" in bigness of theme, in insight into human nature and in advanced technical treatment. Goldwyn feels that the time is ripe for the biggest kind of advertising and exploitation campaigns for every picture on its program.

The exhibitors who book Goldwyn pictures the coming season will know in advance that their own advertising and exploitation will be backed up by the campaign which Goldwyn will wage in behalf of each film, in all avenues of publicity which reach the entire country. Patrons for each Goldwyn picture will be made in advance of showing for every title on the list and the exhibitor will have his box office insured against failure before he signs up for any Goldwyn photo-play.

The pictures in the forthcoming "big twenty" lend themselves to this individual advertising treatment because each has been selected on its own merits as a super-feature and not to fit in with a batch of other "program pictures." There will not be a "program" picture in the lot of twenty. Each is an entity in itself—as individual as the author who wrote it, the director who produced it or the player who enacts its principal role.

Of the pictures already completed which will lend themselves admirably to this sort of national advertising campaign, "The Sin Flood," "Hungry Hearts," "Remembrance" and "A Blind Bargain" come at once to mind for their sheer individuality and the universality of their appeal. Coming on their heels are "Broken Chains," "The Bitterness of Sweets," "Brothers Under the Skin," "Passions of the Sea," "Gimme," "The Christian" and Marshall Neilan's first Goldwyn production, "The Strangers' Banquet." There is not a film in the list which will not stand up on its individual merits to the white light of publicity which a national advertising campaign will focus upon it.

Goldwyn feels that there is big money in each of its twenty super-features for every exhibitor who shows them and intends to aid the exhibitor in getting the biggest possible returns for his theatre out of every Goldwyn film screened.

Dorothy Devore Steps Out In "Let 'Er Run"

Dorothy Devore is going to step out and play the part of a jockey in "Let 'Er Run," her first Comedy this fall. George Stewart, recently signed by Christie Comedies, plays the lead.

Mgr. Jake Dawson Has Lease On Bijou, Nanaimo

Jake Dawson, former proprietor of the Kitsliano Theatre has secured a lease on the Bijou Theatre, Nanamio, Vancouver Island, and took over the house the week of August 1st. This theatre was formerly operated by the Columbia Theatre Co., as one of their chain of eight houses.

"Trouble" Turns Them Away At Allen, Montreal House

Associated First National Pictures which is handling "Trouble," the Jackie Coogan picture, has had the pleasure of seeing patrons turned away by the hundreds from the Allen during the engagement.

Reviews on "Free Air" Stamp Picture As Good

Because it is a very good picture and because it affords exceptional chances for exploitation, "Free Air" offers double security to the buyer.—*M. P. World.*

Lillian Gish and Wallace Reid In "The Fatal Marriage," Directed by D. W. Griffith

A shipwreck pictured with all the consummate mastery of D. W. Griffith is but one of the big episodes that make "The Fatal Marriage," starring Wallace Reid and Lillian Gish, released through Famous-Players Film Service, a drama of truly unusual proportions. It is based upon Lord Tennyson's immortal poem, "Enoch Arden," which through generations of school children has been memorized by millions in all parts of the world.

The shipwreck in itself is a most thrilling episode. It is done with all the finish and mastery that marks the bigger Griffith productions. The great sailing vessel on which Enoch embarks against the wishes of his young wife, meets thundering storms. It is swept fore and aft. The waves lash the hull with merciless blows. Enoch and his mates are imprisoned in a cabin but when the huge combers dash against the walls the cabin is swept into the sea and the men with it. They are carried by some kind fate to an uncharted island where two of the survivors succumb and Enoch anole survives.

From this point on the story moves with truly powerful dramatic force. The return of the bearded Enoch to his home, years after his disappearance, to find his wife married to another is a dramatic moment that every one who sees the picture will long remember.

With Baseball Score Card Manager Singermann, Pastime, Joliette, Exploits "Gypsy Passion"

L. Singermann, of the Pastime, Joliette, hit the trail with both feet when he got out for his theatre a baseball score card for a local game which was exciting much comment in the town. On the same card he ran an announcement that "Gypsy Passion" was being run at his theatre and by this clever idea filled his house. There is always room for a bright idea, and when exploited it will always bring in fine returns.

FOR SALE.

One Power's Road Moving Picture Projecting Outfit, complete for Road work. Ideal equipment for country town use. Will accept any reasonable offer to close an estate. H. W. Brown, 770 Main Street East, Hamilton, Ontario.

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ATTRACTIONS PLAYING THEATRES THROUGHOUT THE DOMINION OF CANADA

TORONTO.

Allen, Richmond — "The Fatal Marriage," with Lillian Gish and Wallace Reid, Griffith direction, Famous Players Film Service. Added Attraction, "That Son Of A Sheik," Educational Christie. Norma Talmadge in "The Eternal Flame," Associated First National, held over for second week. Added Attraction, Lloyd Hamilton Special, "The Speeder," Educational.

Loew's—Harry Carey in "Man To Man," Universal.

Pantages — Dorothy Phillips in "Hurricane's Gal," Allen Holubar Associated First Nat.

Regent — Rodolph Valentino in "Blood and Sand," Paramount. "Burning Sands," Paramount.

Shea's Hippodrome — "Monte Christo," Special Fox. Owen Moore in "Reported Missing," Selznick and Pauline Frederick in "The Glory of Clementina," R-C.

Strand — Rodolph Valentino, "Blood and Sand." "In The Name of The Law."

Palace—Wallace Reid in "The Dictator," Paramount.

Allen, Beach—Richard Barthelmess in "The Seventh Day," Assoc. First National.

Allen, Bloor—Constance Talmadge, "The Primitive Lover," Associated First National.

Allen, Parkdale—Strongheart, "The Silent Call," Associated First Nat.

Allen, College—Gloria Swanson, "Her Gilded Cage," Paramount.

Allen, St. Clair—"Yellow Men and Gold," all-star, Goldwyn.

Allen, Danforth—Mabel Normand, "Head Over Heels," Associated First National.

Oakwood—"The Loves of Pharoah," Paramount.

Alhambra—House Peters, "The Storm," Universal.

MONTREAL.

Allen — Norma Talmadge, "The Eternal Flame," Assoc. First Nat.

Capitol—Harold Lloyd, "Grandma's Boy," Assoc. Exhibitors. Larry Semon "In A Pair of Kings," Vitagraph.

Strand—Hoot Gibson, "The Galloping Kid," Universal. Alice Calhoon, "A Girl's Desire," Vitagraph. Edna Murphy and Johnny Walker, "Play Square," Fox. Herbert Rawlinson, "Confidence," Universal. Coming, "Queen of the Moulin Rouge," Canadian Releasing Corp.

Mt. Royal—"The Fatal Marriage," with Lillian Gish and Wallace Reid, direction of Griffith-Famous Players Film Service. Marion Davies in "Beauty's Worth," Cosmopolitan Paramount-Radio concerts.

Electra—Gloria Swanson, "Her Gilded Cage," Paramount. "Too Much Business," Vitagraph Special.

Allen's Westmount—"Nice People," with Wallace Reid, Bebe Daniels, Conrad Nagel, Julia Fay, Paramount.

Dominion—Elaine Hammerstein, "Under Oath," "Healthy and Happy," Vitagraph Comedy.

Regent—Tom Mix, "The Fighting Streak," Fox. Constance Talmadge, "The Primitive Lover," Associated First National, Lloyd Comedy. Betty Compson, "The Bonded Woman," Paramount. "The Last Trail," Zane Grey Story.

Papineau—Tom Meighan, "If You Believe It," Paramount. Charlie Chaplin, "Shoulder Arms," "The Stroke of Midnight." Katharine MacDonald, "The Infidel," Assoc. First National.

Belmont—"The Loves of Pharoah," Paramount. Herbert Rawlinson, "Don't Shoot," Universal. Coming, Mabel Normand, "Head Over Heels," Assoc. First Nat. Constance Talmadge, "The Primitive Lover," Assoc. First Nat.

Plaza—Norma Talmadge, "Smilin' Through," Assoc. First Nat. Coming, "Miss Lulu Bett," with Lois Wilson, Milton Sills, Theodore Roberts, Paramount. Shirley Mason, "Very Truly Yours," Fox.

Loew's — Clara Kimball Young, "The Hands of Nara," Metro.

WINNIPEG.

Garrick—Viola Dana, "The Fourteenth Lover," Metro. King George's Visit To The Navy. Coming, Pauline Frederick, "The Glory of Clementina," R-C. Peter B. Kyne Story.

Allen—Miriam Cooper, "Kindred of The Dust," R. A. Walsh, Assoc. First Nat. Ben. Turpin, "Home Made Movies," Assoc. First Nat. Comedy, Radio Special Educational. Coming, Norma Talmadge, "The Eternal Flame," Assoc. First Nat.

National—"Arabian Love," with John Gilbert Fox.

Capitol—James Oliver Curwood's, "The Valley of Silent Men," with Alma Rubens and Lew Cody. Coming, Cecil DeMille, "Manslaughter," Paramount.

Lyceum—Universal's Big Feature, "Human Hearts," with House Peters. Coming, Lillian and Dorothy Gish, Griffith Production. "Orphans of the Storm," United Artist Release.

Starland—"I Accuse." Coming, Paramount's "Blood and Sand."

College — "Why Change Your Wife?"

Province—"In The Name Of The Law," featuring Johnny Walker, Canadian Releasing Corp. Mack Sennett's Assoc. First National Comedy. "Bow Wow," Fox News Weekly. Coming, Dustin Farnum "Oath Bound," Fox.

Dominion—May McAvoy, "Through A Glass Window."

Rialto — "The Infamous Miss Revell," with Alice Lake and "I Can Explain" Comedy with Gareth Hughes.

Osborne—Conway Tearle, "The Referee," Selznick.

Arlington—Tom Mix "Chasing The Moon," Fox. Harold Lloyd "Somewhere in Turkey."

ST. JOHN, N.B.

Imperial—Wallace Reid, "Across The Continent," Paramount. "Manslaughter," Betty Compson and Tom Moore. "Over The Border," Paramount.

Queen's Square—William Farnum, "Moonshine Valley," Fox.

Opera House—Eugene O'Brien, "John Smith," Selznick. Harold Lloyd, "Look Out Below."

Three Rupert Hughes' Pictures Among Goldwyn Releases, Including "Remembrance"

Included in Goldwyn list are three Rupert Hughes' Pictures, two entirely completed, and the third, "Gimme," now being edited and titled at the Goldwyn studios. Mr. Hughes directing the pictures as well as writing them. "Remembrance" is a sympathetic and compelling story of Father, a companion piece to "The Old Nest," which presented the case for Mother. Claude Gillingwater has the leading role, with Kate Lester, Cullen Landis and Patsy Ruth Miller in important parts. "The Bitterness of Sweets," with Colleen Moore, Antonio Moreno, William Orlamond, Earl Metcalfe and others, is the story of the rise of an unknown vaudeville performer into a great ballet dancer. "Gimme" is the story of the wife who must always ask her husband for the money she needs for personal and household expenses. Helene Chadwick has the lead. Others in the cast are Gaston Glass, Henry B. Walthall, Kate Lester, Florence Roberts, May Wallace and Georgina Woodthorpe.

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MARY PICKFORD AND DOUGLAS FAIRBANKS GIVEN OVATIONS EN ROUTE TO MONTREAL FROM CALIFORNIA, THROUGH CANADIAN ROCKIES

THE big noise in Montreal for the week-end was the arrival and short stay here of Douglas Fairbanks and Mary Pickford, whose stay in the city was made doubly enjoyable by the able superintendence of Irving Sourckes, Montreal manager of United Artists' Corporation, which exchange handles these stars. The famous pair arrived here Monday morning and were welcomed at the station by the "Exhibitors' Quartette," who sang—at least they intended to sing—"Oh, What a Pal Was Mary!" and from there they received a body of Montreal newspapermen, including the Montreal correspondent of *The Digest*.

Thereafter they went to pay a visit to the Mayor in his office and later signed the Golden Book of the Civic Library. After a motor tour around the city, they were entertained by the Montreal Theatre Managers' Association to dinner at the Ritz-Carlton prior to leaving for New York. There was no time in hurried visit to give their personal greetings to moving picture patrons in any one of the big theatres of the city..

Douglas Fairbanks has had at least one of his life's ambitions gratied by his visit to Montreal. He has seen and spoken with Stephen Leacock, the Canadian humorist, who, he declares, is his favorite author.

Professor Leacock himself commented last night as follows on his meeting with the film celebrities:—

"I can assure you my stock at McGill went up about a thousand per cent. in a few seconds, and the class stood there popeyed with envy as I went out to meet the famous artists. I had a pleasant chat with them in their car, and all the time out of the tail of my eye I could see my class, an envious crowd of lads, nearly breaking the windows with their noses." Yesterday afternoon Professor and Mrs. Leacock visited the Fairbanks at the Ritz-Carlton hotel.

The artists visited the local harbor, had a drive around the mountain, and also were shown through the Royal Victoria Hospital, where they were received by Sir Vincent Meredith, the president of the hospital. Mrs. Fairbanks visited the children's ward and the inmates were delighted at the treat of seeing the famous actress at first hand.

In the evening Mary and Doug. entertained Montreal radio fans by addressing them from a local broadcasting station.

At Moose Jaw, Sask., Mary and Douglas were given a great reception at the C.P.R. station. Manager Frank McDaniels, of the Strand and Savoy Theatres, extended an invitation to Douglas and Mary to be his guests on a motor trip through the city, during the hour's stay which their train made there.

The "Douglas" party consisted of five, according to the wire which was signed John Fairbanks, who replied to Manager McDaniels' invitation as follows: "Douglas party consists of five, and we will be delighted to accept your kind invitation. Kindest regards from Douglas."

On the arrival of the train the party was met by Mr. McDaniels. Mary was presented with a boquet of American Beauty Roses, the presentation being made by a little Miss Clark, who was selected because of her golden ringlets.

The tour of Mary and Douglas across Canada from the Pacific has been a veritable triumph. In Vancouver the crowds who arrived to "take a look," and to pay homage, were so great that the incident when Mary visited London, England, was repeated, Douglas found it necessary to hold Mary up in his arms, in order to save her from being crushed by the crowd of eager admirers. It appeared as if the whole of Vancouver turned out to greet them.

A day was spent at Lake Louise, the saddleback mountain was climbed, and Douglas keen on a swim in the Banff Springs Bathing Pool, motored to Banff for this indulgence.

A few minutes' stop was made at Johnston Canyon. The party then proceeded direct to Montreal, stopping only for an hour in Winnipeg, where again a big ovation and reception awaited them.

It is planned that the New York stay will be a month. Later they will sail for Vera Cruz, journey on to Mexico City, and expect to return to their home about November 20th.

Mary expressed herself as finding the "Rockies" even beyond expectations, and as being perfectly fascinated with Victoria. Douglas said: "The mountains would make a marvelous background for a picture, but the essential thing is the story. I would love to make a Canadian picture if I could get the right kind of a story."

Mrs. Pickford was interviewed and stated that Mary has been the bread-earner of the family ever since she was five years old. "She was on the stage at five, and was a top-notcher at the age of thirteen, being associated with Belasco before she went into the movies."

"Twelve years it is since Mary went into pictures," stated Mrs. Pickford, "and I think her last picture, 'Tess of the Storm Country' is her best, it took eighteen weeks to make this picture, and for eight weeks Mary motored sixty miles daily to Chatworth Lake, where she had built a fishing village."

Mary's next picture will be "Dorothy Vernon of Haddon Hall. Robin Hood opens its season at the Lyric Theatre, New York.

Mgr. J. Smith, Kum-C, Toronto, Shows Real Showmanship On Stunt

Manager J. Smith of the Kum-C Theatre, Toronto, showed some real showmanship initiative when he let loose one hundred balloons from the roof of his theatre, Saturday afternoon. Tied to each of these gas balloons was a pass to the Kum-C Theatre for "One Clear Call," The Associated First National big business getter. During the release of the balloons, throw-outs were distributed among the crowd of spectators who quickly gathered and made attempts to capture both the balloons and passes attached. The throw-outs had the following announcement printed thereon—"One Hundred Mystic Riders" answered the thundering summons of "One Clear Call," see them plunging forward, each man upon his horse, eager, masked, Kum-C Theatre Week of ..... The balloons were scattered all over the city of Toronto, and Mgr. Smith by the introduction of this stunt not only advertised his coming attraction, but let them know, East, West, North and South, that there is a Kum-C Theatre.

British Picture "Branded" Draws Capacity Business At Garrick, Winnipeg

The British picture, "Branded," drew capacity business to the Garrick, Winnipeg, and also showing the week of September 18th was the King's Visit to the Navy.

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HALF OF GOLDWYN PRODUCT READY, FIRST EIGHT PICTURES COMPLETED

GOLDWYN is well in advance of its schedule of big productions for the coming season. Eight pictures are either completed or in the final stages of titling and editing. Two others are midway in the photographing stage. When these two are completed, as they will be within a month or two, Goldwyn will have half of its product ready for the new season. The producing firm expresses the keenest satisfaction with the films already finished and is confident exhibitors are going to find the group, taken both individually and collectively, the biggest moneymakers ever put out in any one season by any producer of motion pictures.

Heading the list of finished pictures, because they were the first completed, are "The Sin Flood" and "Hungry Hearts." "The Sin Flood" is a big dramatic story of the human soul in peril of imminent and certain death, with its reactions to fellow-sufferers, and the come-back of old emotions, old prejudices and enmities after the peril has been miraculously removed. It was directed by Frank Lloyd and has a cast headed by Helene Chadwick, Richard Dix, James Kirkwood, Ralph Lewis, Otto Hoffman, L. H. King, William Orlamond and others. The story was adapted from Henning Berger's play "Syndafloden," produced in New York as "The Deluge," by Arthur Hopkins.

S. R. Scott New Danforth Theatre Manager

Mr. S. R. Scott, formerly manager of the Orpheum Theatre, Moose Jaw, Sask., has been appointed manager of Allen's Danforth Theatre, Toronto. Mr. B. Whitman, who was managing the house for the past three months, in connection with his other work, was presented with a silver-handlel umbrella upon his retirement as Danforth manager. Mr. Whitman still has charge of purchasing ad advertising department of the Famous-Players Film Service.

Mr. Harvey, formerly Fox salesman, is now with Famous-Players in a similar capacity.

"A Blind Bargain," Goldwyn Release, Introduces Lon Chaney Double Role

"A Blind Bargain" is a creepy, thrilling mystery-picture of the attempt of a great surgeon to prove the descent of man by reversing the process and by transfusing the blood of apes into men to carry man back into his original savage state. Wallace Worsley directed it. Lon Chaney has the leading roles, doubling as the mad surgeon and as one of the hapless wrecks of his scientific experimentation. The picture was adapted from a fantastic story by Barry Pain.

$60,000 To Be Spent Reconstructing Gaiety, Winnipeg

It has been decided to spend $60,000 on the reconstruction of the Gaiety Theatre, Winnipeg, which has been leased to Henry Morton.

Assoc. First National Put Over Unique Idea Of Exploitation

Will Stewart, of the Associated First National, has been up to one of his usual tricks, this time he has captured the window at that rather exclusive music shop, Whaley-Royce, and installed therein a mammoth red candle, burning daily and nightly, from noon to midnight, a placard informing the public of this event and offering to those persons who can guess at what time the candle burns out, three prizes. First prize, a violin outfit; second prize, Norma Talmadge String of Pearls; third prize, Season Pass for two to the Allen, Richmond St. Theatre, where "The Eternal Flame" is playing an engagement. Inside the store are contest slips in the following form:—

Contest—top line.
"The Eternal Flame"—second line.
With Norma Talmadge
At The Allen Downtown Theatre
All This Week.
It's A First National

My Guess is .....A.M.--P.M.
Day and Date .....
Name .....
Address .....
Guess Received .....
Date .....
Time .....
Whaley Royce Co., Ltd., 237 Yonge St., Toronto.

The candle is red, and the effect of it alight is very pretty and attracting considerable attention from passersby as the location of this shop is in the most important shopping district.

A Few More Maybe's Rumored in Toronto

It has been rumored that Mr. N. L. Nathanson has leased Shea's Hippodrome, Toronto, and that Mr. R. J. Bulkley, of Cleveland, Ohio, has the Strand, which will be utilized for vaudeville.

Allen Is Showing "Remembrance," Other Big Pictures Follow

Famous Players are showing "Remembrance" at the Allen, Montreal, also booked at that theatre "Rich Men's Wives" and "What's Wrong With The Women?" Having regard to the recent sensational developments and termination of the Stillman case it will easily be recognized what a pull these pictures will have on the theatre-going public in this city.

"The Literary Digest" Has One-Quarter of Page "Fun From The Press"

The Literary Digest carried a quarter of a page in the Daily Telegraph, St. John, N.B., Saturday, September 30th, and in the centre of this add the following:—

DO YOU WANT TO LAUGH?

THERE ARE HUNDREDS OF HIGH - CLASS MOTION - PICTURE THEATRES THROUGHOUT THE COUNTRY, THE MANAGEMENTS OF WHICH HAVE RECOGNIZED THE LAUGH-PROVOKING QUALITIES OF THE LITERARY DIGEST'S NEW SHORT REEL, "FUN FROM THE PRESS," AND ARE SHOWING IT WEEKLY TO DELIGHTED AUDIENCES. THIS IS THE ONLY MOTION PICTURE SUBJECT PRODUCED AND SPONSORED BY "THE LITERARY DIGEST." THE PROGRAMME IS CHANGED WEEKLY. WHEN YOU ATTEND THE "MOVIES" WHY NOT ASK THE MANAGER WHEN HE IS GOING TO SHOW "FUN FROM THE PRESS," OR CALL UP YOUR FAVORITE THEATRE ON THE 'PHONE. "FUN FROM THE PRESS" IS DISTRIBUTED BY W. W. HODKINSON CORPORATION.

Mr. Plowright, who is general manager of Hodkinson Attractions for Canada is specially delighted with the newspaper and general advertising which "The Literary Digest" is giving "Fun From The Press." In a recent interview with Mr. Plowright he showed the "Canadian Moving Picture Digest" a stack of cards from exhibitors asking for dates on "Fun From The Press."

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Chairman of Alberta Board of Censors Gives Interesting Address

Convention of Chairmen Censorship Boards held at Montreal

A MEETING of the Chairmen of the Motion Picture Censors was held in Montreal recently, and Mr. Douglas Howard, of Edmonton, Chairman of the Alberta Board, read an interesting paper, dealing with the educational aspect of motion pictures. At a convention a year ago the speaker read a paper referring to the possibilities of Moving Pictures along three lines. (1) As a means of amusement and entertainment. (2) As a means of disseminating useful knowledge. (3) As a moulder of individual and national thought and character.

At this year's meeting Mr. Howard concentrated his address on "as a means of disseminating useful knowledge." The importance of the training which children receive in the public schools was greatly stressed upon, and the speaker stated that in the far-reaching search for progressive educational factors the Moving Picture has been found and adopted as most potent.

A paper read before the educational conference at the International Motion Picture Exhibition at London in 1913, recommended the special use of Moving Pictures in the instruction of geography, history and the natural sciences. The Germans during the same year discussed the advantages of having the aid of Moving Pictures in the instruction of University subjects. England and Germany because of war complications were unable to proceed with their broadening concepts along educational lines, but Mr. Howard pointed out that the United States had introduced Moving Pictures in their educational system with startling and conclusive results. Moving Picture machines are found in the vocational and technical schools, the public schools, colleges, universities, lecture halls, and in churches, throughout the United States. Experiments conducted in New York and Detroit with school children showed that there was a very substantial increase in the percentage of marks obtained by those pupils who were instructed in subjects in co-operation with the use of a Moving Picture machine.

In Evanston, Ill., Moving Pictures have been used in the class-rooms for about seven years, and the results most gratifying. Two hundred and eighty schools in Chicago use the stereoptican, and over fifty schools are using Moving Pictures for class-room work. New schools are being equipped with Moving Picture auditoriums. Mr. Howard stated that there was an ever-growing demand for pictures of a higher intellectual plane, and added: "The Moving Picture can fill the mind of the child and the adult, too, with wonder at the splendor of natural scenery, or the magnificent products of the human genius, with the beauties of art, the drama of domestic life, with admiration for beauty, and virtue, truth and fair play, courage and honor, love and strength." Mr. Howard further stated that the writers of Moving Pictures must improve the moral tone of their themes, and better the intellectual qualities of their plots and conclusions. This is applicable on the whole. "The potentialities of Moving Pictures for moral influence and education are limitless," continued the speaker. "Therefore its integrity should be protected as we protect the integrity of our churches, and its qualities developed as we develop the qualities of our schools. The day will come, and is not far distant when the "Movies" will be as common in our schools as the grade readers." The speaker spoke of the educational advantages of Moving Pictures, and cited a portion of Mr. Will Hay's address in urging the co-operation of the American National Educational Association with the Motion Picture Industry.

The Department of Extension, University of Alberta, has been doing some very important direct moving picture educational work. First, lantern slides were introduced as far back as 1915. The invention of the safety standard narrow-gauge, slow-burning film made it possible, upon obtaining a number of reels of films in the form of a library, to supply the demand for Moving Pictures. Canadian-Made machines and Canadian-Made subjects have supplanted the United States importations. Commencing with half a dozen machines and a small film library, the department now boasts of about fifty machines, and the film library has over three hundred reels, the subjects being broadly educational. During a period of one year the speaker reported that 295 programmes were sent out, the smaller schools in rural districts are leading the way in the introduction of Moving Pictures in schools. "It is admitted that the Moving Picture must abide with us, to take an important part in moulding the attitude of the minds of our future citizens towards the most vital issues of national well-being. Restrictions and regulations as applied to Moving Picture productions are necessary and the censors are doing a great deal of excellent prohibitive work," so stated the speaker in concluding his address, "but the best way to stop the making of bad pictures is to shut off the demand for them by substituting good pictures and educating the people not to want to see any others. The Moving Picture is unique in that it can supply its own moral. If governments and school boards, educational bodies and teachers' associations, backed by the public and the press, would combine with legitimate producer; the Moving Picture Industry could be easily diverted and employed, as it should be in the interests of education, morality and clean entertainment."

The Daily Telegraph of St. John, N.B., devoted very nearly a full page to the address of the Chairman of the Alberta Board of Censors, excerpts from which you find in this article.

Earle Williams and Rodolph Valentino in Vitagraph's "A Rogue's Romance."

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FUN FROM THE PRESS

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The Literary Digest

A Laugh every 30 seconds

The Concentrated Wit and Humor of the Best Editorial Brains of the country.

Compiled by one of America's Greatest Weeklies

HODKINSON PICTURES

Toronto
Montreal
St. John

Famous Players Film Service Limited

Winnipeg
Calgary
Vancouver

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Acclaimed by Everyone as a Marvelous Production

Compelled by public demand to extend the engagement of

NORMA TALMADGE

in

"The Eternal Flame"

On Its Toronto Opening

THANK YOU! Our heartiest thanks to the press and public for the unprecedented reception accorded the initial presentation of "THE ETERNAL FLAME"

Associated First National Pictures

Toronto **Montreal** **Calgary** **St. John** **Vancouver** **Winnipeg**

The Drama Magnificent

— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada

Vol. 14, No. 24
Oct. 7th, 1922.

CANADIAN MOVING PICTURE DIGEST

"They're Ours!"

The Big First National Attractions for 1922-23

Red Letter Productions

"Smilin' Through," "Sonny," "One Clear Call,"
"The Silent Call," "Hurricane's Gal,"
"The Eternal Flame"

Beyond Competition and Opposition

Associated First National Pictures, Toronto Montreal St. John Winnipeg Calgary Vancouver

TORONTO, CANADA
OCTOBER 7th, 1922.

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THE DEVIL'S FOOT
THE DYING DETECTIVE
A CASE OF IDENTITY
A SCANDAL IN BOHEMIA
THE NOBLE BACHELOR
THE YELLOW FACE

THE REDHEADED LEAGUE
THE COPPER BEECHES
THE EMPTY HOUSE
THE TIGER OF SAN PEDRO
THE PRIORY SCHOOL
THE SOLITARY CYCLIST

The Adventures of Sherlock Holmes

These pictures, twelve in number, in two reels, from stories by Sir Arthur Conan Doyle, need no introduction. Conan Doyle is the master of mystery, and as a creator of detective stories has no equal. Eille Norwood, the finest "Sherlock Holmes" who ever appeared on either stage or screen, is featured in every release.

Canadian Educational Films Limited

Toronto **Winnipeg**

Montreal **Calgary**

St. John **Vancouver**

Educational Pictures
THE SPICE OF THE PROGRAM

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
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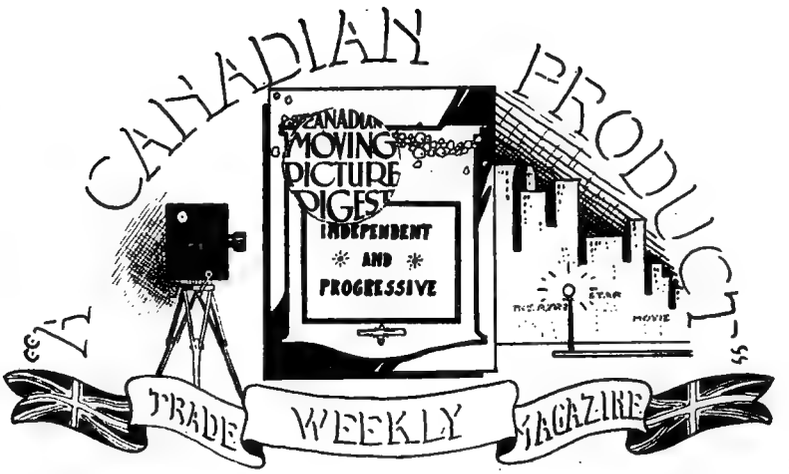
Foreign $3.50



The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 23 424 TORONTO, CANADA OCTOBER 7th, 1922

ALL YOU CAN GET?

IT is a well-known fact that professional men charge their clients according to the income of that client. If your physician is the ordinary-common garden variety he has a certain fixed price for calls, if he is a specialist you may pay him a little more for a visit, but Mr. Spondoolicks will be obliged to pay him "aplenty." The same rule is applicable to legal advice. Your lawyer charges you a nominal sum for handling your case, he knows you haven't much money, but Mr. Spondoolicks is obliged to pay him about ten times as much for the same kind of advice. "All you can get" appears to be the rule among lawyers, physicians, and to a great extent, among the Arts.

In business the manufacturer has one price for his product, only varying it according to the amount of the order and the standing of the buyer, irresponsible buyers being obliged to pay a little more because of the risk attached to doing business with them.

The wholesaler has a one-price policy, and the retailer who is looking for a reliable and better-class patronage also endeavors to follow the rule of one price for you and for Mr. Spondoolicks. It would ruin the standing and the business of any enterprise were it known that it was not a "one-price-house."

It does not appear to hurt the standing of the professional men who indulge in the "sliding-scale-price." There must be some reason for this outside of the business aspect. The physician and lawyer are, to a degree, humanitarians, philanthropists in that they are called upon to render aid in sickness and distress; and a good many of them have given their very best without any material compensation, when the patient or client happens to be without funds. There is more than a business relationship between physicians, lawyers and their clients, but commerce, is purely a business proposition. In considering Art, the artist feels that his work is beyond the price he asks for it, or what the lover of art can afford to pay, but he sacrifices, for a small consideration, to the lover of his art; but makes Mr. Spondoolicks pay for the sacrifice. This again is not considered dishonourable, for no standard price can ever be placed upon Art, it is worth all you can afford to pay for it, all the artist can get.

This brings us upon the main reason for the above preamble. Should there be one price in the selling of a picture? A price graded according to population of town or city, and capacity of theatre and prices at which the picture will be played. A minimum price for all the third-run houses, a middle price for all the second and a maximum price for all the first runs. The present system of selling pictures is to "Get All You Can." Is it a good system? The exhibitor knowing that this system prevails has developed a bargaining spirit which is becoming as proficient as the Oriental's; and our salesmen, knowing that they will only get half of whatever they happen to quote, ask for twice as much as they expect to get. If the salesman weakens, the exhibitor wins, if the exhibitor gets short of breath, the salesman puts one over on him. It is a fifty-fifty race, but will this method help to standardize and make the Moving Picture Industry sound, or will it keep it in the class of those Industries which are eighty per cent. gamble?

It might be found difficult to place a value upon a picture's market value before its release. The man who can grade the winners has a hundred positions waiting for him, but the man, who cannot develop this ability, after years of experience in the business, should find himself another vocation.

Let us suppose that a picture costs a certain sum for production, distribution, exploitation, allowance is made for a reasonable percentage on the investment, plus proportional overhead, plus a reasonable percentage on this proportional overhead investment, is 100 per cent. profit a sufficient remuneration? But how about the pictures which are dead losses? Well, how about them? Producers are not the only losers, every exhibitor has lost money playing the kind of a picture which is a dead loss to the producer.

The spirit of "All You Can Get" is not a healthy one in business; and the underlying reason for some contracts, in the Moving Picture Industry, being looked upon as "Scraps of Paper."

—*RAY LEWIS*

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MONTREAL THEATRE MANAGERS' ASSOCIATION TO INTRODUCE "GO TO THEATRE WEEK"

THE week of October 8-14 has been designated as "Go To The Theatre Week" by the Montreal Theatre Managers' Association, which announces that local theatres will feature the best possible attractions during that period in order to encourage the public to resume its theatre-going habits after the summer vacations. The association also plans to give several street attractions in the down-town theatre district during "Go To The Theatre Week." A number of the Association points out that each summer hundreds of theatre-lovers go to the mountains or sea-shore for their annual vacation, which in many cases are sufficiently long enough to cause them to forget the big part played by the theatres during their life in town. "Each Fall many of our hitherto regular patrons are conspicuous by their absence," said this Manager. "They have lost touch with the theatre and thereby miss many good attractions which perhaps will not be presented again locally. The loss is mutual. Several notable presentations are made at this season, attractions which if presented later in the season would undoubtedly draw capacity houses, and we believe that at this time, when the great majority of the public have returned from their holiday trip, the theatres should be equally well patronized. It is for the purpose of correcting the usual Fall stay-at-home tendency that we are arranging this special week when we shall put on so many good things that the public cannot afford to stay away. We believe that when they visit the theatre and they enjoy the good programmes to be provided they will once more become regular patrons."

NEWSPAPERS CONTINUE TO PRAISE EDUCATIONAL'S SHORT REELERS

THE increasing popularity of the short subject of high quality is being reflected in newspaper reviews of motion picture programs in newspapers and magazines of all parts of the country. More and more frequently single-reel or two-reel subjects are being reviewed at length and the so-called longer "feature" picture practically ignored when that picture does not measure up to high standards of quality and entertainment.

Almost half a column of space was given a few days ago by the *Chicago Daily News*, one of the biggest newspapers in America, to a discussion of Educational's one-reel picture "The People of Old Bruges," a recent release of the World wanderings in which Educational shows people and places in all corners of the world. The review in the *Daily News* was written by Carl Sandburg, its motion picture critic and one of the leading lights among the new generation of poets in this country.

"Letting plots and plays of love, murder, money, jewels, battles and schemes go for a day," writes Mr. Sandburg, "we might point out that Educational Pictures Corporation has issued another one of the series entitled 'Wanderings in World Corners.'

"This latest release covers the city of Bruges in Belgium. And it would be hard to criticize unfavorably at any point their presentation of this city. They touch off a series of impressions that leave one almost with a feeling that for a few minutes we have been lifted bodily and mentally out of Illinois for an actual visit to Bruges.

"The practical side of life in Bruges is covered, the milkmen carrying the milk cans from door to door, the markets where the housewives buy their potatoes and onions, the dogs and donkeys that do the street hauling.

"And, not least, we have the close-up of the flying spindles, operated by fingers instinctive with generations who have made laces or design and quality.

"And the old sober, sombre canals flanked by stone walls—they seem heavy with centuries of life, strife and toil and death of peoples.

"On the sentimental side, we see cathedrals, a belfry that has been shot away three times, the interiors of cottages sweet with fresh sunshine yet faded in shadows of old wood and old chairs, doors and fireplaces.

"Children of varying appeals, children of mobile faces, are set forth in the screen. They harmonize with the belfries, the canals, the shadows of old doors.

"And some of us didn't know that the boys in Bruges, Belgium, shoot a game of craps when they feel that way."

Mgr. Harry Pomeroy Manager Two F-P. Canadian Companies Houses

Harry Pomeroy, one of the veteran exhibitors in Canada, has double cares upon his shoulders because he is now the manager of two theatres for Famous Players Canadian Corporation. Pomeroy, who formerly held down the Strand Theatre in Ottawa, Ontario, is now managing the fine Regent Theatre in Oshawa, Ontario, and is also looking after the Royal Theatre, Port Hope, the nearby town. On top of business details comes the news that the third child arrived recently in the Pomeroy household at Oshawa.

Ottawa Exhibitors Increase Orchestras To Please Public

Several of Ottawa, Ontario, theatres are engaged in a "music war," the outbreak of which happened to occur by accident. The Centre Theatre, managed by Ben Stapleton, decided to try radio concerts as a special attraction, but the novelty soon wore off. Stapleton then decided to improve the orchestral music and engaged Frederick Brown, late of the Allen Theatre, Montreal, to take charge of the musical end of the Centre programme. Mr. Brown is now building up a 12-piece orchestra as a permanent feature.

At the same time, Manager J. C. Kennedy, of the Regent Theatre, Ottawa, sensed the public's desire for more music and proceeded to engage musicians to round out an orchestra of 15 pieces with Rudolph Pelisek in charge. The Regent Theatre is now giving 30-minute symphony concerts every monday evening when the orchestra is augmented to 22 musicians.

This led Conductor Frederick Brown of the Centre Orchestra to greater effort in arranging musical accompaniment for the pictures at that house, a special score being arranged by him for the presentation of "Orphans of the Storm" during the week of October 2nd.

System Theatre, Montreal, To Play "Alf's Button"

Anglo-Canadian Picture Plays, Limited, is in negotiation for the purchase of another great racing picture entitled "The Son of Kissing Cup," whilst it will shortly be giving a reissue of "Alf's Button" at the System Theatre.

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Press Claim "Slim Shoulders" Irene Castle's Best Picture

The best piece of picture-making Irene Castle has ever done, and unquestionably destined to measure up as one of the really big productions of the year is "Slim Shoulders," released as a Hodkinson Special. Alan Crosland is responsible for the direction of the picture, and the cast is the most notable ever assembled for a Castle production, with Rod LaRocque in the principle male part. Never has Irene Castle shown to better advantage in settings, gowns, and inimitable dancing. At times, the action moves with dizzying speed, and Mrs. Castle's dash against time at the wheel of a mile-a-minute motor boat in the tortuous canals of Miami will go down, it is said, as one of the biggest moments in screen achievement. Without a dissenting voice, the trade press has acclaimed this Mrs. Castle's greatest screen effort. Charles K. Harris, noted song writer (author of "After the Ball," "Bird in a Gilded Cage," and numerous other hits of recent years), wrote the story of "Slim Shoulders," and will release his newest song under the same name at the same time the picture is released. A special man, Mr. Harry McDonald, has been added to the staff to handle the exploitation of the Castle pictures.

J. P. O'Loghlin Secures "Life's Greatest Question"

J. P. O'Loghlin, Montreal Manager of Canadian Releasing Corporation, gave a private screening of "In The Name of The Law," the big eight-reel picture filmed from the well-known novel by J. Oliver Curwood. The show was given at the Strand and attracted a large crowd of Exhibitors and others interested. Judging by the expressions of admiration Mr. O'Loghlin will have no difficulty in booking this picture. This exchange has also secured the Canadian rights for "Life's Greatest Question," featuring Roy Stewart and Louise Lovely.

Players For "Blue Waters" Arrive In St. John, N.B.

Among those who have arrived in St. John to take part in the production of "Blue Waters," the film to be made under the direction of David Hartford for the New Brunswick Film Company are the leading players, Miss June Thomas and Pierre Gordon.

Vitagraph To Produce "Ninety and Nine," Ramsay Morris' Famous Play

The Vitagraph studio at Hollywood, California, is actively engaged in the making of winter productions, which include a special, several interesting features, and a number of comedies.

Work has been started on a David Smith Production, "The Ninety and Nine," adapted from Ramsay Morris' famous play of the same name. This massive spectacle will be released in the late fall. It is filled with thrills and intense dramatic situations. The gripping scenes occur during the raging of a forest fire when the hero drives an engine through the conflagration and rescues the inhabitants of a village in the heart of the burning area.

The task of transferring this gigantic production to the screen could be in no more capable hands than those of David Smith. The David Smith Productions, "Black Beauty," "The Little Minister," "The Courage of Marge O'Doone," and Flower of the North," have stamped him as a director of note. The cast is being selected with great care, and will contain a list of names second to none for ability, popularity and achievement.

Universal Releasing Second Series of "The Leather Pushers"

So popular has been the first series of "The Leather Pushers," released by Universal, that the second series is about to be released. Exhibitors will note that the first series played every leading theatre in Canada from coast to coast.

Good Programme Stuff, For Exhibitors Playing "Penrod" First National

When you see Marshall Neilan's "Penrod," the First National attraction, you will be viewing notable photography — at least, you will see photography by notables.

For instance, the closeups of Wesley Barry as "Penrod," when he swipes the janitor's overalls to hide the red trunks that once acted as Pa Schofield's flannel underwear and which Ma Schofield sews into a suit for the pageant, were photographed by Alma Taylor, the most famous screen star of England.

The scene in the barn where Rupe Collins, the village rough neck, makes the Booth Tarkington hero "eat dirt" was filmed by none other than Prince Pignapelli of Italy.

Then again, the closeups of Herman and Verman, the two little darkies who acted as the "wild men" at "Penrod's" Circus, were filmed by Cecil Hepworth, famous British movie producer.

Other scenes were "ground" by Fanchon and Marco, the musical comedy favorites, Don Bartlett, formerly with Will Rogers in the Ziegfeld Follies, Cornish Beck, the original "Penrod" on the stage, and other prominent people.

One might believe that Mr. Neilan's habit of inviting all notable visitors to take a scene on "Penrod" would have relieved chief photographer David Kesson of much work, but this was hardly the case. Although the guests did the actual photographing by grinding the camera, Mr. Kesson arranged the focus and the lighting.

W. S. Jones Leaves For California, Will Mitchell Succeeds as Assoc. First National Manager

W. S. Jones, for 23 years connected with the motion picture industry in one way and another, in Winnipeg, has resigned as manager for the west of the First National-Associated Producers exchange at Winnipeg, and leaves Oct. 15 for Los Angeles where he will reside in future with his family. Last Spring an old friend of Mr. Jones wrote and asked him if he would like to take a gamble in oil in southern California. It was stated to be only a chance and nothing might come of it, but it looked good to the friend. Mr. Jones sent $1,000 to the promoter and for the last few weeks he has been getting $120 weekly in dividends and the prospects are great. Mr. Jones built the Colonial theatre in Winnipeg in 1913; was manager of the Fox exchange and also in the early days managed the Bijou theatre. He is vice-president of the Manitoba Exhibitors' Association. Will Mitchell, of Calgary, formerly of Winnipeg, will succeed Mr. Jones.

"Trapped By The Mormons" Creates Big Business Montreal

"Trapped By The Mormons," which was recently released in Montreal by Famous Players Film Service, has created quite a stir on its own account, and consequently registered some unusual business. The story deals with the secret polygamous activities of the Mormons of Utah, and it is said that this exposure of their methods in persuading women and children to join their creed has been endorsed most strongly by the clergy, public and press. The picture is most sensational, but true to facts, and lends itself tremendously to exploitation.

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Review Taken from Trade Papers

"Rich Men's Wives"

THE CAST

John Masters ..... **House Peters**
Gay Davenport ..... **Claire Windsor**
Mrs. Lindley-Blair ..... **Rosemary Theby**
Juan Camillo ..... **Gaston Glass**
Mrs. Davenport ..... **Myrtle Stedman**

Moving Picture World, Sept. 2nd.
Reviewed by Roger Ferri.

Patterson, N.J.—(Special)—That the picture is the thing with moving picture fans was again demonstrated here on Monday, August 21, when more than 6,000 persons paid their way into Peter Adams' United States Theatre to get a glimpse at the initial release of Preferred Pictures Corporation, "Rich Men's Wives," which was being given a premier showing in this city. Despite the fact that Paterson is industrially paralyzed, factories here having been shut down for many months and strikes galore adding to the general disorder of things locally, the theatre, which is located in the extreme end of the main thoroughfare, was jammed to its doors at every show.

"Rich Men's Wives," cleverly exploited and substantiating every claim made by its distributors and exhibitors, proved the greatest draw this house has had in many, many months. That it was the picture that attracted them, that that same picture satisfied and that people raved about that picture was evidenced by the fact that on Tuesday and Wednesday the patrons continued coming into the house in as large numbers as they came on Monday.

To Manager Peter Adams this reception recalled fonder memories of more prosperous days of yesteryear, but when the crowd continued to come on Tuesday and Wednesday, he knew that he had something that had satisfied the public, for it was word-of-mouth advertising more than anything else that brought the large attendances on those two days.

Little newspaper space was used. The theatre ballyhooed the picture to the sky on the Saturday and Sunday previous to the opening, and then left the picture to put itself over, satisfying themselves with running only a three-inch ad. on Monday and Tuesday. The picture did the trick. On the opening night, the picture was enthusiastically applauded by the audience. The more gripping scenes in the production had the desired effect, for we will venture to say, judging from the sniffing that was heard everywhere, there was not a dry handkerchief in the house. The picture went over with a bang, the work of Claire Windsor, House Peters and the little babe all scoring.

But it is the financial possibilities of "Rich Men's Wives," as evidenced at the Capitol in New York on Sunday, when it played to about 20,000 people, and at the U. S. Theatre here on Monday, that makes this picture stand out as a sure-thing insofar as exhibitor investment is concerned.

Exhibitor's Herald, Sept. 2nd.
Reviewed by Martin J. Quigley.

In "Rich Men's Wives" Gasnier obviously determined not to rely merely upon lavishness and pictorial beauty to make his picture a success. On the contrary, he has developed a story and a group of characterizations, together with a number of big dramatic effects, which would have made the subject an outstanding picture had it been done in a modest style and with an unknown cast.

There is a particular dramatic effect which will linger long with that part of the public which is fortunate enough to see this picture: It is a singularly pathetic and appealing touch depicting a mother who has been turned out of the mansion home of her husband returning at night to a door of the house to catch a glimpse of her child. The child has left his bed in the nursery and wanders to the locked door outside of which stands his mother. The mother and child separated by the crystal panelled doors of the mansion, attempt to kiss each other through the glass. In cold type recital the incident may not appear striking, but as Gasnier has got it fixed upon the screen—go and see it!

The production is big, lavish, and well done throughout. Commencing with what at first is a rather slow-moving story it tells about a young wife of a wealthy man who is much engrossed with business. The wife, pampered with wealth, but without real companionship both before and after marriage, flits about until a compromising incident occurs and then comes a crisis in the affairs of the household. Up to this point the picture is good but it has not as yet become big. From that point on, however, Gasnier has speeded up the action and one masterstroke of direction follows another, creating a series of dramatic effects that stamp the production a striking attraction.

Particularly notable is the work of the beautiful Claire Windsor. In this production she acts, and acts powerfully and effectively, and the manner in which she plays many scenes brings to mind the best dramatic work of Norma Talmadge and Pauline Frederick. Her natural beauty, coupled with the real acting she does in this production, now places Miss Windsor in a decidedly enviable position among the leading players of the screen. House Peters and little Richard Headrick are, as usual, very good. Other important players are Myrtle Stedman, Rosemary Theby, Gaston Glass, Charles Clary and Carol Halloway.

"Rich Men's Wives" is a valuable addition to the list of big pictures of the current season.

FAMOUS PLAYERS FILM SERVICE LTD.

Toronto **Montreal** **St. John** **Winnipeg** **Calgary** **Vancouver**

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Review Taken from Moving Picture World, Aug. 12th, 1922

"What's Wrong with the Women?"

What's Wrong with the Women?" is so true to life, so cleverly produced and so ably directed and lighted that it stands out as the foremost independent production of the season, and exhibitors should have no trouble in playing it to "S. R. O." houses. It offers exploitation possibilities galore with a moral no man, woman or child can miss. And that's its big bet. It has suspense and thrills when you least expect them, and humor that is refreshing. Equity never has offered exhibitors such a fine attraction. Grab it before your opposition beats you to it.—R. F.

"What's Wrong with the Women?"

As Equity State Right Offering That Will Make Box Offices Jingle with Record-Breaking Grosses.

Reviewed by Roger Ferri.

"What's Wrong With the Women?" is the kind of picture every exhibitor in this country has been waiting for. If you miss with this one you will have every reason for turning over your house to some real estate broker to sell for you. If you flop with this picture you will have no one but yourself to blame, for here's a feature that cannot help but make the box offices of moving picture pavilions jingle with a prosperity that will be refreshing.

Equity never released a better box-office possibility and before you arrange your bookings for the coming season, you had better look at this one, for in passing it up you will have cheated yourself out of a bankroll. And the independent exchangemen will find in "What's Wrong With the Women?" a bet that will get back some of the dough they dropped on "Flivvers." To say that "What's Wrong With the Women?" is one of the three greatest independent pictures turned out since "Hearts of the World" is merely recording a fact without mention of which an injustice is done the production.

This picture is so realistically clever that it seems to breathe the very air of present-day life, not only in high life, but in the life of every woman, for, after all, it's a picture that adheres closely to a problem with which the world is to-day contending. It is replete with suspense, surprise and a sense of humor that is refreshingly wholesome. Despite the fact that it touches on a theme that offers many temptations to the director, at no time does it step outside the bounds. Briefly, it's entertainment choked with action, realism, thrills and humor. It is elaborately produced and superbly acted throughout. The story is red-blooded. Daniel Carson Goodman, who produced the picture, based on a story by him, has every reason to feel proud of this production.

The cast is all-star, with each player giving a creditable account of himself. Rod La Rocque, as Jack Lee, carried off the honors, however, with an excellent interpretation of a role that could have been easily overdone. Barbara Castleton, as his wife, is charmingly human, while Hedda Hopper makes a clever "heavy," with Montague Love making a complete success of James Belden. Others who are deserving of mention are Wilton Lackaye, Julia Swayne Gordon, Constance Bennett and clever little Helen Roland. The direction, by R. William Neil, is flawless, and the lighting good throughout.

The Cast

James Bascom	**Wilton Lackaye**
Mrs. Bascom	**Julia Swayne Gordon**
Elsie Bascom	**Constance Bennett**
James Belden	**Montague Love**
Jack Lee	**Rod La Rocque**
Mrs. Lee	**Barbara Castleton**
Their child	**Helen Roland**
Mrs. Neer	**Hedda Hopper**
Lloyd Watson	**Huntley Gordon**
John Matthews	**Paul McAllister**
A Friend	**Mrs. Oscar Hammerstein**

Story and Scenario by Daniel Carson Goodman.

Directed by R. William Neil.

Length, 6 Reels.

The Story

Jack Lee, following years of happiness with his wife, Janet, and child, finds himself face to face with a problem that had broken up the home of his employer, James Bascom, whose daughter, Elsie, loved a millionaire, James Belden. The latter casts off Elsie and diverts his attention to Janet, who proves an easy prey for the high-living Mrs. Neer. Janet, her eyes opened to the luxury surrounding women of the more careless world, and intoxicated by its foul air, all but ruins her husband. Not until death threatens their little child, does Janet come to a realization of the error of her way and then through mutual good friends, the pair are reconciled.

Exploitation Angles: Play on the title and the cast, but the title is going to bring you the real money. Spend some extra dollars to tell them about it. The more you talk about it, the more money you can herd in.

"What's Wrong with the Women?"

(All-star Cast—Equity—6 reels)

M. P. W.—State Right offering that will make box offices jingle with record-breaking grosses.

T. R.—Ought to find a welcome on any screen in the land.

N.—The picture looks to us like a knockout.

E. H.—Sufficient number of people are interested in the question asked by the title of this picture to make it an attraction, even if Daniel Carson Goodman, had produced it with less merit and with a cast less favorably known.

F. D.—An up-to-date story with situations that will appeal to many.

FAMOUS PLAYERS FILM SERVICE LTD.

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"The Enchanted City" Has Special Music Arrangement

The beautiful musical accompaniment arranged by Dr Hugo Riesenfeld for "The Enchanted City," Warren A. Newcombe's love fantasy, when it was shown at the Rivoli Theatre in New York, will be fully described for the benefit of other exhibitors in the press and exploitation sheet which is being issued by Educational, which is distributing this single-reel subject.

"The Enchanted City" was released October 1st.

Christie Art Director Will Build Magnificent Sets For Actors' Fund

Thomas Brierley, art director for the Christie Film Company, has been loaned to the Actors' Fund of America to build the sets for "A Midsummer Night's Dream," which is to be staged in the Hollywood Bowl, October 7th, for the Fund. Under the direction of Frederic Sullivan, the settings will cover the entire natural hillside and valley facing the bowl, the natural advantages making possible the most elaborate presentation of the popular Shakespearian play which has ever been staged.

The American News Agency Tie-Up With "Fools First"

Associated First National have arranged another interesting tie-up with the American News Agency on "Fools First." There will be $375.00 given away in cash prizes to those who see "Fools First" and select a name for the leading lady, a name which will be short and euphonious. Miss Helen Lynch is playing the lead in "Fools First," but she is willing to exchange this name for one more attractive, and to those persons who rechristen her the American News Agency will deliver cash bonuses. Miss Helen Lynch is advertized as the star without a name. The public just love public christenings and should respond both to the benefit of Miss Lynch and the exhibitors who play "Fools First."

Capitol, Montreal, To Have "Orphans of The Storm"

Irving Sourckes, Montreal manager of United Artists has been in conference recently with H. Schafer, of New York, and Wm. Cranston, of Toronto, here and reports that everything is practically in readiness for the release of the Big Four pictures. The first of these, a Griffith picture, "Orphens of the Storm," will be shown at the Capitol, with Mary Pickford, Douglas Fairbanks and Charlie Chaplin pictures to follow at an early date.

David Bader Representing Century Comedies Busy In Montreal

David Bader, representing Universal Century Comedies, has been in Montreal handling publicity in connection with a special series of Fairy Tales comedies. He is tying up this publicity with book stores and department stores and will not be releasing any pictures until the end of November. Brownie Comedies, featuring the gifted dog of that name, are also on his programme, and one of these, "A Radio Hound," was played for a week at the Toronto Provincial Exhibition. In connection with the Baby Peggy Comedies which he is also handling, it is worth mentioning that five or six of these were carried from Toronto to Montreal by airplane within a space of six hours, and snapshots of the airplane prior to the start were taken. In regard to Brownie, this dog which is under contract to work for Century Comedies, is the same dog which appeared in Chaplin's well-known picture, "A Dog's Life," in which he was shown as a pup. He has since appeared with Bert Lytell Bessie Love, and in Baby Peggy comedies. It is intended to take him the round of the Montreal theatres towards the end of the year.

New Appointments United Artists, Mr. Cranston Leaving Toronto

Mr. Cranston, General Manager of United Artists for Canada, has been called to the Home Office, New York, and will leave Toronto next week. We are extremely sorry to see Mr. Cranston leave Canada, but of course, good men are always likely to be open for promotion. We hope that Mr. Cranston's next position will be all that he desires. During his stay in Toronto we can state that no Film Exchange manager was held in greater respect, his quiet manner, his disinclination to talk more than was absolutely necessary, gave all who came in contact with him the feeling that they could depend upon what Mr. Cranston said. If all the men in the Picture Industry were of the stamp of Mr. Cranston, we would indeed have an industry of gentlemen. Mr. R. K. Evans, who has been appointed General Manager for Canada, comes from the Cleveland Office of United Artists. Mr. B. F. Lyons has been appointed district manager for Ontario, including Toronto office. Mr. J. P. Wilson has been appointed district manager of West of Winnipeg and including Winnipeg, while Mr. Sourkes takes care of his territory as heretofor.

Over 2,000 Theatres Now Using General Electric Mazda Adapter Units

Mr. Carl M. Crawford, well-known in Canada, has established at 12 Mayor St., Montreal, a distributing office for Mazda Units. Mr. Crawford is associated with the North Eastern Theatre Equipment Company.

Mazda Projection!

The mere statement "Mazda Projection" causes many exhibitors to throw up their hands. They condemn on hearsay. Probably they are justified, judging from the early experiments of three to five years back.

How many theatres are now using Mazda projection? Probably you will estimate about 300 and believe that you are stretching it at that, yet there are over 2,000 General Electric Mazda Adapter Units in use to-day. In New England alone, there are more than 400 installations. Yes, and some of them over two years old. Many others are one year old.

Projection by means of an incandescent light source is no longer an experiment. Its practicability, within certain rather wide limits, has been thoroughly established. Mazda projection now is, and for a considerable time has been giving satisfaction in a very large number of theatres, ranging from small-town houses to city theatres of considerable pretension.

Mgr. of Griffith Theatre, Chatham, Writes Assoc. First "Pleased With Business Done"

The manager of Griffith's house, Chatham, Ont., has written the Toronto office of the Associated First National that he is pleased with the business he has done with Associated First National Attractions.

St. James' Theatre, Winnipeg, Is Nearing Completion

L. Caplan is completing the St. James' Theatre, Portage Avenue, Winnipeg, the total cost of which will be $60,000.

Capitol Theatre Chain Exchange Their Managers

Harry Dann, of the Capitol, Regina, has been appointed manager of the Pantages, Hamilton, which city he left two years ago to go west. The manager of the Capitol in Edmonton succeeds Mr. Dann, and L. Bishop, of the Capitol, Winnipeg, will be manager at Edmonton.

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Two-Thirds of a Page "That Son of a Sheik"

The Omaha Daily News made a big exploitation display on the Christie Comedy, "That Son of a Sheik," first picture in the new series of comedies through Educational Film Exchanges, playing at the Strand Theatre, where Harry B. Watts is manager.

The Omaha News display, which was two-thirds of its daily pictorial pink section, breaks records for publicity on a two-reel comedy, and was arranged by Neal R. Jones, managing editor, and Movie Editor Landale.

"Brothers Under The Skin," Goldwyn Released Nov. 19th

Peter B. Kyne's story, "Brothers Under the Skin," directed by E. Mason Hopper, was recently completed. It is a story of marriage in New York City, showing how the wealthy and the poor husband may have to meet and overcome similar marital difficulties by similar methods. In the cast are Helene Chadwick, Claire Windsor, Mae Busch, Pat O'Malley

Allen Enterprises Begin Action To Recover Province, Winnipeg

The Allen Enterprises, Bernard Allen being at present in Winnipeg, has started an action to secure the Province Theatre in Winnipeg away from the present owners, Col. Sullivan and Dr. Wilmott. John A. Schuberg, of Vancouver, sold the property to the present owners six months ago.

Mgr. Miller Stewart's Musical Evenings Crowding Allen Theatre, Winnipeg

Miller Stewart, manager of the Allen, Winnipeg, has added a syncopated concert night to the Allen entertainment. Each Thursday a 35-piece orchestra, playing some of the gems of jazz, led by Harold Green, is present. Like the Monday symphonic concert, the jazz nights have crowded the theatres. Among the coming attractions at the Allen in October are "Kindred of the Dust," "The Eternal Flame," and "The Fatal Marriage."

Hodkinson Program Has Big Titles To Get Business

A glance at the titles of the Hodkinson program and a survey of the cast and press comments generally, gives one sufficient cause to believe that it is the best program yet released under the Hodkinson Trademark, and that it can take its place along with the best, which is the reason we see Mr. Plowright, General Manager for Hodkinson in Canada, wearing such an ear-to-ear grin these days.

"The Fatal Marriage" Goes Over Big Province Quebec

L. Rosenfeldt, General Manager of Famous Players has been in Montreal holding a conference with his sales managers on the forthcoming Fall and Winter programme of this exchange. In this connection it may be mentioned that "The Fatal Marriage" has been booked solid throughout the territory. There was at first some doubt as to how the picture would take, but clever handling by the sales force put it over big and there is no doubt whatever that it has scored a tremendous success in the province.

Lyceum, Winnipeg, Continues With Big Picture Policy

The Lyceum, Winnipeg, starts their fall and winter season October 2nd with "Orphans of the Storm" for a two weeks' run; then will follow "Theodora," "Foolish Wives," "A Tailor-Made Man," "A Glorious Adventure" in which Lady Diana Manners appears; "Human Hearts," "The Storm," "The Ruling Passion," "Broadway Rose," and "The Three Must-Get-Theres."

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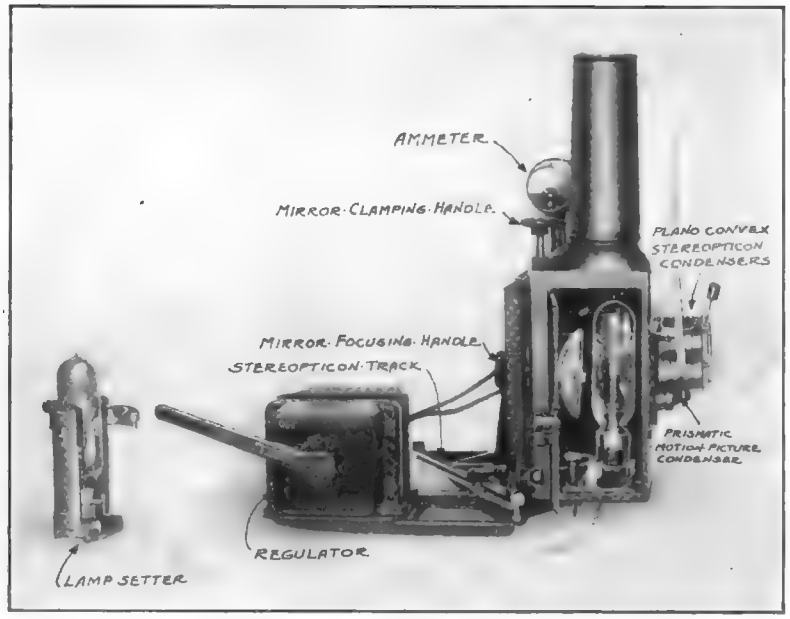

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North Eastern Theatre Equipment Company, 12 Mayor Street, ... MONTREAL, P.Q.

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WINTER days are dancing days, and the best of all dancing pictures is "FRENCH HEELS," in which Irene Castle comes back to the screen with the most fascinating array of new gowns and novel steps ever thrown on the silver-sheet.

"FRENCH HEELS" is from a story by Clarence Buddington Kelland which appeared originally in "Everybody's Magazine." It is especially suited to Irene Castle's charm and ability, and provides her with innumerable opportunities for exhibiting the achievements which have made her internationally famous.

The scenes take us from Fifth Avenue, New York, to a lumber camp in the Canadian North Woods. The lake shots are said to be the most beautiful taken for a picture of this nature.

"The kind of picture," says the *Film Daily*, "that your women patrons will eat up."

"Her admirers," says the *Motion Picture News*, "will find plenty over which to enthuse." Says the *New York Evening Journal*, "Even without Irene Castle, 'FRENCH HEELS' would prove an interesting offering."

In other words, in "FRENCH HEELS," the exhibitor has star value plus! If you haven't played it, book it this winter whilst its appeal is greatest.

CANADIAN PRESS COMMENTS ON ASSOCIATED FIRST NATIONALS

WHETHER it was the announcement that the Palace super-orchestra would render a programme of jazzy popular songs at the special concert or whether it was the splendid entertainment offered in "The Eternal Flame," which features Norma Talmadge, cannot be stated definitely. However it is known that last night's audience at the Palace was almost of a capacity nature. And at least it is known that the Palace super-orchestra under the conductorship of A. Weaver-Winston "brought down the house" with their interpretation of four popular numbers.

There is said to be lurking prejudice among certain of the "highbrows" against jazz music. Even in its worst form it is popular with the masses and after the rendition of last night by the Palace orchestra even some "highbrows" learned that jazz music when played in a musicianly manner is real music and the fact that it is understood by the crowd and appreciated by the crowd does not necessarily mean that it is any less music. The numbers played by the big orchestra last night were all well received, especially the one, "Play that Song of India Again."

The feature "The Eternal Flame" has been reviewed previously and it is not necessary to repeat that it is one of the finest emotional dramas that has ever graced a Calgary screen and that Norma Talmadge reaches new heights of success in this version of Honore de Balzac's story, "The Duchess of Langeais."—Calgary Daily Herald, Friday, Sept. 22nd.

BEST OF CROOK STORIES —ALLEN

MARSHALL NEILAN, the director, has the knack of treating all the subjects he handles in the pictures in a manner different. "Fool's First," at the Allen this week, is a crook story that is absorbing. It deals in crime and regeneration, but it does not run in a groove. In plot perhaps it does; there could hardly be anything strikingly new in plot. But its treatment is another matter. First of all by obtaining an excellent cast of players and getting their best from them; then by giving skillful and discerning attention to little matters of stage business, settings, photography and things like that, Mr. Neilan has made his story stand up and breathe and seem alive. Whether you believe it or not, it persuades you that it all is really happening, and that is all you have a right to demand of any dramatic action. "Fools First" is as excellent a crook tale as you can imagine. It portrays under-world denizens much as "The Miracle Man" did not it works a transformation in a young forger's character without one scrap of sentimentality, with just the faintest approach to the text. "And a little child shall lead them." It is one of the best pictures the Allen has had this season.—Calgary Daily Herald, Friday, September 22nd.

SIX BIG NEWSPAPER REVIEWS ON "RICH MEN'S WIVES"

New York World:

"* * * Engaged a particularly capable cast of players, constructed beautiful and dignified settings and injected originality and taste in its atmospheric background, even to the subtitles."

Los Angeles Examiner:

"It is necessary to type down a few adjectives of praise, when one meets with an emotional performance as stirring as Claire Windsor's; sharply sincere, pleasantly free from ranting, interestingly intense."

Morning Telegraph:

"Claire Windsor as the wife is very appealing. Then who could resist the child played by that adorable baby Richard Headrick? Settings, gowns, and photography all remarkably pleasing."

New York Telegram:

"The cast is prodigal in the matter of beauty. * * * The story is an absorbing drama of to-day."

Los Angeles Herald:

"Replete with thrills and teeming with human interest of the kind that can make better the best of us. A completely finished play of a type that are too few and far between for the good of the motion picture industry."

The Sun:

"* * * Excellent picture. * * * Those who love the sensation of laughing and crying simultaneously will find that little Richard Headrick gives them the opportunity. * * * The photography was excellent, some night scenes on the seashore being of unusual beauty."

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Oct. 14th. 1922.

CANADIAN MOVING PICTURE DIGEST

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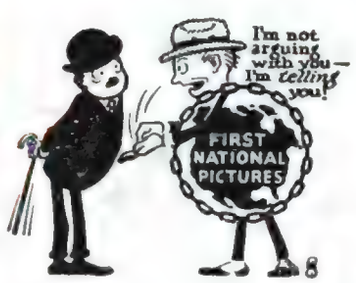

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Mack Sennett
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Lloyd Hamilton in Hamilton Comedies

Lloyd Hamilton earned his own company by his work in Mermaid Comedies during our first two years of selling. Poor Boy, Rolling Stones, The Rainmaker, Robinson Crusoe Ltd., and other Lloyd Hamilton pictures met with such success that we decided to have Hamilton produce for 1922-1923 six feature comedies, each in two-reels. These pictures will be as big as any program feature, but done in two reels.

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Educational Pictures

"THE SPICE OF THE PROGRAM"

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The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

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HARRY J. MANHEIM
Business Manager

VOL. 14, No. 24 TORONTO, CANADA OCTOBER 14th, 1922

BUYER OR RECEIVER?

IF good pictures are necessary for the success of the exhibitor then his success for this year is assured, for never has the Canadian market presented a more meritorious selection of films than it is at the present presenting. Films that are not only plus box-office titles but plus entertainment.

In addition to the quality of the product the various exchanges have introduced, through the introduction of the exploitation department and its accessories, that push and energy, concentration and determination which spells "results."

So many lazy people are inclined to say, when looking upon the prosperity of their neighbor, "Lucky fellow, everything he touches turns to gold." When an investigation of this luck is made, one discovers that it means work from eight in the morning until the late hours of the night or the early hours of the next morning. The "lucky fellow," as a general rule, appears to be lucky enough to be born with a restless energy, the capability to apply himself, and a desire for work.

Exhibitors have only to ask for the co-operation of those exchanges who are making exploitation a specialty; and that co-operation is theirs. The exhibitor who is not making hay while the sun shines will have only himself to blame if the hay is not there and the clouds obscure the sun.

Take all you can get in co-operation. Show the exchanges that the exploitation idea is what you want, for they know the "selling angle" of what they have manufactured better than you as an outsider can possibly know it; and let them assist you in presenting this selling angle to your public. The exploitation idea is a young one; it has the wisdom of a wise old age already attached to it. Its perfection and development will contniue since progress is inevitable where "live forces" are concerned.

When you hear of an exhibitor improving the quality of the pictures he is buying, improving the appearance and dignity of his theatre, getting style into his advertisements and artistic appeal in his lobby and front of theatre displays, don't say, "Lucky dog, he has a good theatre, in a good location, he is the exchanges' favorite, they give him their best product." He is no more of a favorite than you are; and his advantage of location means nothing if you take advantage of what the market is offering to select the pictures which will make your theatre have its own particular advantage.

Buy pictures; don't have them sold to you. There is a great difference. When an exhibitor buys what he wants and thinks he should have, then and only then is he a buyer. When an exchange sells the exhibitor what he does not want, the exhibitor is not a buyer but a receiver. There is no necessity for a nervous anxiety in regard to product to-day. No one Trademark can state that they and only they are producing the best pictures. Every Exchange in Canada is to-day handling some good pictures, a few have nothing but box-offices winners, the exhibitor can secure a steady supply of quality; and has no need to overload or contract for anything he does not believe will be profitable.

The better the picture, the more effect should be expended in selling it to the public. Every sweeping success sweeps the lesser success along with it, therefore give to your most assured success a full proportion of exploitation and publicity.

The exhibitors I have come in contact with have unanimously agreed that the exploitation which they are receiving from exchanges and using is getting them business. The proper attention to the front of their theatre appears to be an invariable magnet in "getting them in." Exhibitors have declared themselves as confident that the "front of their theatre" on certain attractions was responsible for the more than usual business which they did.

What about the front of your theatre? What about your exploitation of pictures? Are you moving along in the old way or are you keeping time with the new methods which are being introduced and used? Are you one of the kind of exhibitors that is so self-satisfied with what he knows that "ideas" for exploitation, accessories are deposited in the waste paper basket? The exhibitor who boastfully claims, "I never read it," in regard to a magazine, bulletin, pamphlet, circularization letter, is so dead that Gabriel's blast on the judgment day will fail to awaken him.

RAY LEWIS.

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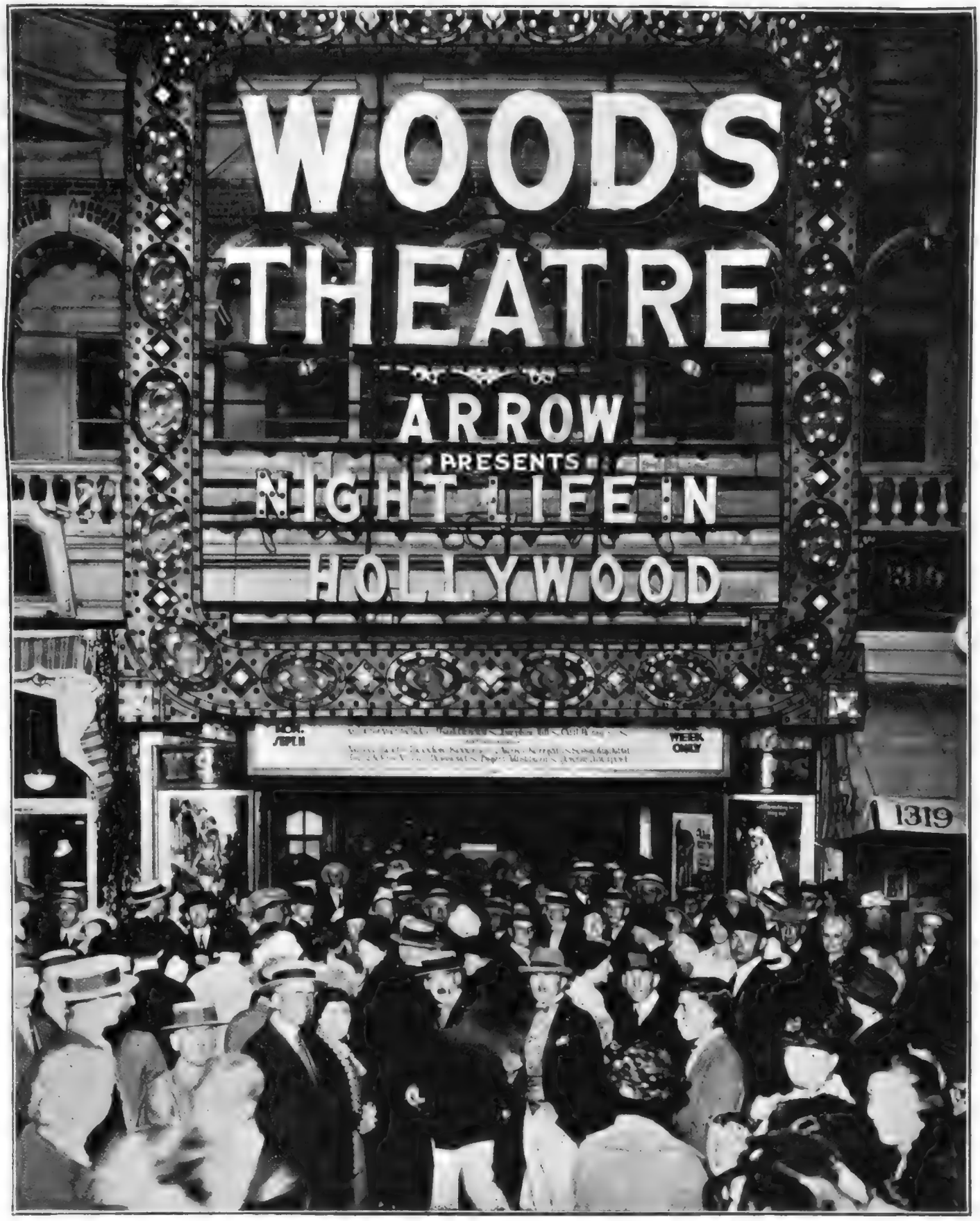

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TORONTO

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RAY LEWIS REVIEWS "NERO," "THE ETERNAL FLAME," AND "THE SPEEDER"

"THE Eternal Flame," an Associated First National release, starrign Norma Talmadge, is an adaptation of Balzac's "Duchess de Langleais." It played an extended engagement at the Allen, Richmond, on its opening date in Toronto.

The story is centralized around the period of Louis XVIII., when men bought love lightly, fought for it madly and relinguished the victory indifferently. The Duchess De Langleais happens to be the wife of the type of a man who is not mentioned in history. A soldier who finds every pretty face worth kissing, and whose sense of honor in regard to woman, does not interfere with him making the subject of his wife's virtue the issue of a wager with the Count de Marsay, who boastfully claims that every woman's heart is susceptible under certain circumstances. The Duchess is humiliated upon learning that her husband has held her honor so lightly and embittered to discover that the Count de Marsay's attentions and protestations were but to win a wager. The Duke departs to take command of an army, leaving his wife with less regret than one expends upon leaving a favorite horse or dog. The Duchess, cynical through her experiences, becomes the gayest of coquettes and breaks hearts merrily until General de Montriveau, friend of Napoleon, played by Conway Tearle, comes within the circle of her flame. The Duchess finds the gloomy soldier worth capturing, but in teaching him to love, loses her heart. The General at first believes in the sincerity of the Duchess, but later convinced that she is but a relentless coquette, attempts to revenge the broken hearts of all her victims by branding her with the mark af Cain. The Duchess endeavors to convince the General of her love and her willingness to undergo any sacrifice, but the General, although too much enthralled and enslaved by love to harm the Duchess, refuses obstinately to be convinced of her love; and it is only when the Duchess enters a monastery, and is about to take the vows of consecration, that they are re-united.

The story contains enough sparkle and interest, enough light and shade to make it excellent entertainment. The sets with their furnishings were in very good taste and gave one the impression of elegance rather than an attempt to portray luxuriousness. The atmosphere was satisfying. Norma Talmadge, as the Duchess, has another role especially suited to her charm and ability. Her expressive eyes do more acting in a minute than some actresses manage to register through an entire picture. The Duchess gave Miss Talmadge plenty of opportunity for eye-acting and one was forced to chuckle with her over the way she simulated innocence and love, when the occasion required it.

Norma Talmadge needs no fireworks emotionally to make her scenes register, one enjoys her quiet work gecause it is always within the bounds of what constitutes art. Conway Tearle, as the gloomy General, had a role which fitted him like a well-made garment. He, too, played with that quiet reserve and force which always registers with people who are instinctively artists. Rosemary Theby, as Madame de Serizy, earned her approbium of "Cat." She played the "dear good friend" who has learned the art of giving the Kiss of Judas to perfection. Miss Theby is quite stunning and an asset to every picture she appears in. The Princess de Vlamont-Chaurray, played by Kate Lester, was a most attractive bit, as was also the role of the Prince.

To say that "The Eternal Flame" is even more entertaining and pleasing than "Smilin' Through" is to make a rather big statement, but it can be said, for in "The Eternal Flame" there is no angle in the story which cannot be accepted universally.

Frank Lloyd is to be complimented upon his direction and the tactfulness and discretion with which he handled the "branding scene," one second longer might have made this scene lose its effectiveness.

It would be almost sacriligeous to forget the costumes and gowns worn by Norma Talmadge, they were so lovely in design and fabric that they elicited exclamations of admiration, not only from the feminine part of the audience, but from the male element as well. Exhibitors, it is one safe bet, play it to the limit you cannot lose with "The Eternal Flame."

LLOYD HAMILTON, in "The Speeder," educational comedy was an added attraction on the bill at the Allen, Richmond Theatre, enjoying an extended run with the feature, "The Eternal Flame."

Why more of these most amusing comedies are not given special attention and mention, we cannot understand, save that it appears to take an unusually long time to convince exhibitors that it is quality and not quantity in a picture which makes a feature. Concentrated essence of merit, mirth, hilarity, is the recipe for "The Speeder" and the ingredients in the biggest percentage of educational comedies which I have seen. An added attraction, by right of worth and not by "pull" or "push" is this latest Lloyd Hamilton vehicle.

Hamilton has a little "flivver" or in common every-day language a "Tin Lizzie." It might be a Rolls-Royce for the attention Hamilton gives it, but the public refuse to be impressed and Hamilton has to send in a false alarm of fire in order to get parking space for his "gasoline buggy." In rescuing the heroine from a "tough" so rough that he "shaves with sand," Hamilton gets mixed up with a frog, with a boat which lands him among the fishes, and with an explosion which ends the earthly life of his car. The Speeder abounds with new situations and action which are truly entertaining and amusing. Hamilton's stolidy, registration of humor always registers. It is necessary to force the sale of some pictures. These comedies only need an announcement of release dates.

"NERO," Fox super-feature made in Italy, under the direction of J. Gordon Edwards, is an unusual spectacular effort which holds you through the strength of its love-theme and forces the lavishness and spectacle aspects of the production into the background, but frame of the picture, where they rightfully belong. Producers and directors with less vision have wondered why their spectacular pictures have failed to "get over," let them study the method of Edwards, who knows that a hundred thousand supers, sets comparable with the Pyramids in mystery and massiveness will not "make an audience picture" if the life interest, the heart of humanity is not there. Nero reveals the last of the Caesars. Rome as inviting and beautiful to behold as a carefully nurtured and cultured regal rose; Rome with the worm, Nero, eating its strength and glory away.

The revelry of Nero's court, the subtlety of Poppaea, who made herself Empress, the gallantry of Galba, Horatius, the virginal sweetness of the captive barbarian Princess, Marcia, the Christian, the faithfulness of Acte, who loved the Nero of Youth, the Nero of Promise, Tullius, seeker of power and favor, regardless of the means employed, form a tapestry of contrasting characters woven into a virile and compelling story. Never

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have I seen a lovelier array of women, it would have been most difficult to select which was the loveliest, and one is forced to give that swine of a Nero credit for his peculiar ability in knowing beauty.

Paulette Duval was so bewitchingly lovely, in body and face, that one regretted Nero's kicking her to death, although her superb acting of the Empress, registered the cold, calousness of a character cruel enough to sacrifice thousands of little Christian children to the lions, cruel enough to influence Nero to murder his wife, his mother, all who dared oppose the gratification of her ambition. Violet Merserean, as the Christian Princess Marcia, was by contrast as lovely as the lily and as appealing as its purity. Her acting was simple, with no attempt to make an appeal; and it is this very artlessness which made the character the centre of all sympathy and interest. Gretillat, as Nero, was about as perfect as one could imagine. The childlike cruelty and fear of Nero, the abnormality of a brain, human only to plan and enjoy what even beasts would have shunned, were they by some miracle turned into humans, was in the art of Greillat manifested to a most convincing degree.

Alexander Salvini, as Horatius, soldier and lover of Marcia, was fiery enough to be a conqueror and lover supreme. His work was magnificent throughout, no scene, no facial expression, no extravagance of gesture, marring a most excellent characterization. Considering that there were so many foreigners employed in the presentation of this picture, Mr. Edwards really achieved an astonishing thing in keeping them within bounds, for only those who have seen Italian artists in their own environment, appearing on the screen, will appreciate what effort and tact it must take to keep them emotionally tied down. This Mr. Edwards succeeded in doing, with the exception of the prophet, who just missed being considered a very fine artist, by his over-zealousness.

The assembling of the mob scenes was most masterful, the settings, the photography, with its flashes of color, a revelation of colossal loveliness. There is a succession of climaxes, perhaps the least effective and yet the most thrilling was the burning of Rome. The terror and confusion of the people, the indifference of the rulers and their courtiers conveyed its message forcefully, but the actual burning of the city was void of enough fireworks to make spectacular display. However, the windstorm was exciting enough, the turning of the lions upon the defenceless Christians, the chariot race between Nero and Horatius, the mountain in eruption, the Samsonian feat of breaking the jaws of the lion by the slave defender of Marcia, furnishes more than an audience will consider their money's worth. Exhibitors do not overlook "Nero." It is one of the big ones which will get the money and advertize itself.

Associated First National Concentrating On Exploitation To Help Small-Town Exhibitor

The Associated First National are furnishing exhibitors with a wonderful set of lobby accessories, colored lithographs of stars, one sheet posters and other printed matter to draw the attention and business of patrons. The lobby sets are expensively got up, but are given to exhibitors free of charge. Associated First National is trying by personal contact and attention to help, especially the small-town exhibitor, secure the business which his attraction should get with the right application.

National Advertising On Associated First National Pictures

„Everywoman's World," a Canadian publication, had nearly a whole page of Associated First National illustrations in a current issue. The circulation of this magazine is stated to be 80,000. "The Saturday Evening Post," in its issue of Oct. 7th, had a full page ad. on Richard Barthelmess' latest production.

Doric Does Big Business With "Smilin' Through" After Four Theatres Played

The Doric Theatre, Toronto, played "Smilin' Through" to great business after four theatres in the same zone had previously played the picture. It looks as if it is impossible to kill the drawing ability of a really good production.

Goldwyn Can. Organization Get Wolcott For Exploitation

Mr. Wolcott, a veteran showman, has been engaged for exploitation on Goldwyn pictures. Mr. Wolcott has already tied-up the United Cigar Stores with a poster display throughout the Dominion of Canada on "Remembrance," and also arranged a tie-up with the Canadian Underwriters' Association, addressing three hundred insurance men from Ontario at a recent meeting in Toronto.

Mr. Wolcott was formerly associated with Fox exploitation in the U.S., and impresses those with whom he comes in contact that he is a "live-one."

"Glengarry School Days" Barred From Parliament

Speaker Lemieux of the Canadian House of Commons, Ottawa, Ontario, has declined to grant permission to the Ottawa Film Productions, Limited, to shoot scenes in the House of Parliament for "Glengarry School Days" because he considers that such procedure is not in accordance with the dignity of the Canadian Parliament.

New Manitoba Government Keeps Its "Hands Off" Amusement Tax Censor Fees

Indications are that the new Manitoba Government will not interfere with the Amusement Tax or with the fees charges by the Censor Board, the motto of the Farmers' Government being, "Let Winnipeg pay." The four cents tax on a 35 cent ticket, which leaves the house only 31 cents admission, will be changed next session to 3 cents.

Vitagraph Makes Striking Hit With "Marriage Coupons" Over Entire Independent Circuit

Vitagraph has made a striking hit with "Marriage Coupons," which ran recently at the Strand, and has since been booked over the entire Independent Circuit for whole year, to be run at each theatre on the chain every second week. This picture has now started its run. Further this exchange has booked "A Pair of Kings," a Larry Semon's two-reel comedy, at Loew's and the Capitol Theatre. It will run at both simultaneously. A further big picture that has taken the province by storm is "Gypsy Passion," featuring the great French actress, Madame Rejane.

College, Winnipeg, Cannot Accommodate Crowds, Will Have Balcony Addition

A balcony will be added to the College Theatre, Winnipeg, by the owner, A. R. McNichol, the crowds being so large some nights it is impossible to seat them. The College has been opened a year. It is in St. John's suburb and seats 1,200.

Mgr. C. E. Staples Opens "The Queen" Theatre, St. Stephen

C. E. Staples, who has opened his new theatre at St. Stephen, N.B., which he built to take the place of the Bijou, which was totally destroyed by fire. The new theatre is named "The Queen," and we extend our best wishes to Mr. Staples for the success of his theatre.

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PRESS REVIEWS FROM CITIES IN CANADA ON PICTURES PLAYING ENGAGEMENTS

AT THE PALACE

IT is a long while since I have had such complete satisfaction after seeing a moving picture as I did after seeing "The Masquerader" at the Palace Theatre on Monday. I had looked forward for some time to seeing this play, and I went with the fear eating at my heart that someone would have thrown a money wrench into the machinery. I came away in the happy assurance that all was well, and my faith in the production of moving pictures, which has been shattered somewhat of late, almost restored to normal. Those who have seen the play here, with Guy Bates Post in the title roles, must not miss seeing this picture. Those who have read the book should not miss seeing it. And those who have neither seen the play nor read the book should certainly go and see it.

Guy Bates Post is one of those rare actors with such distinctive mannerisms on the stage that one looks for them at once on the screen. Nor are you disappointed. One has the pleasure of seeing Guy Bates Post at his very best, and though it is a wonderful play to see, for one has the advantage of his wonderful voice, the picture is a thorough and sincere support to the play and the book. Both are followed faithfully all through. One has to imagine so much in a play, which is given to you in the picture. The scenes in the House of Commons are done with great impressiveness and dignity. The dual parts are done by that wonderful system of photography which enables an actor to take the two parts, and as John Chilcote, M.P., and John Loder, Mr. Post has done some very wonderful work. He is consummate actor enough, and such a master of his art, that though one knows he takes both parts, one can distinguish that there is a difference between the two men. Yet the little mannerisms creep in, such as the lifting of the eyes, the shooting out of the wrist, and the flourish of the handkerchief.

Edward M. Kimball, as Brock, the servant of Chilcote, plays a wonderful part, and the various characters of Fraids, Lakely and others have been entrusted to men eminently fitted to the types portrayed. Ruth Sinclair and Marcia Mannon, in the female characterizations, give Mr. Post great support in his work. The part of Robbins is taken by Barbara Tennant and is done in a very spirited manner. Altogether, "The Masquerader" is one of the greatest plays I have seen for a long time, and I rejoice to have been able to see it. It is a triumph for the producer, Richard Walter Tully.

* * *

Clyde Cook in "The Chauffeur," provides some good comedy, with some remarkably good new business in it.

Weaver Winston and his augmented orchestra delighted his audience with the "Peer Gynt Suite," as his main contribution, and the orchestra handled a difficult composition with great care and fine interpretation. A most enjoyable entertainment.—Calgary Daily Herald, Tuesday, October 3rd.

AMONG the most prominent writers for the screen who have endeavored to give the public real drama in pictorial form, who have not been content merely to rehash exaggerated and unconvincing plots, Rupert Hughes occupies a prominent position alike for his sincerity and the dramatic strength of his narratives, as well as for his fine character portraiture. Mr. Hughes enjoys a very wide public as a novelist, and he has not only enhanced his reputation as an author but added to his public by his work in the silent drama.

His latest achievement, which is entitled "Remembrance," and which is being produced at the Allen Theatre this week, is certain to add still further laurels, for it contains all the essential elements of drama combined in a story which possesses an universal appeal and which, mutalis mutandis, might very well apply to any town anywhere.

* * *

Mr. Hughes takes a typical American family and draws us a portrait, at once convincing and pathetic, of the head of that family striving with all his might to make money in order that his wife and children may spend it. They develop into snobs and their ambition outruns his capacity to meet it. The inevitable result is that he breaks down and is nearly ruined. Then, however, there is a general awakening on the part of hte family to the fact that in their selfishness and eager search after pleasure and popularity they have neglected their father, and they proceeded to endeavor to make amends. The story which ends happily, is a striking plea for consideration of fathers as well as mothers in the home.

The acting is on a higher plane, speaking generally, than that in most emotional pictures of this type. The staging and mounting, and the general settings have been chosen and arranged with meticulous care for detail. The photography is excellent and from the most exacting standards of motion picture drama, "Remembrance" is entitled to high praise.—*S. Morgan Powell, Montreal Daily Star.*

"Human Hearts" Will Play Shea's Hippodrome And Temple, Hamilton, Same Week

An arrangement was made recently whereby all theatres in Toronto introduced the music score, "Human Hearst," as the beginning of a campaign on "Human Hearts" Universal release.

Leo Feist, music publisher of this score, is co-operating with Universal in putting the picture over. Fifty music stores will display the song, "Human Hearts," during its engagement at the above theatres. Robert Simpson will make a book display of the story, while the following slogans, "See Human Hearts," "Sing Human Hearts," "Read Human Hearts," will be introduced into an extensive publicity campaign, Exploitation arranged by Mr. Wilkes of Universal exploitation department. The picture will play these theatres the week of Oct. 23rd.

Mgr. Bailey, of Cum-Back, Introduces Inexpensive Exploitation On "The Silent Call"

Manager Bailey, of the Cum-Back, Toronto, introduced a most inexpensive but most effective display in conjunction with his exploitation on Associated First National picture, "The Silent Call." The feature played the Cum-Back for three days, recently, breaking all previous house records. The lobby display was loaned to Mgr. Bailey by the Associated First National, and in a recent interview with The Digest, Mr. Bailey stated that he was positive that the exploitation given him by Associated First National, who co-operate with him on lobby displays is responsible for the good business his house is doing. Mgr. Bailey is sold very strongly on lobby display and urges exhibitors to take full advantage of exploitation co-operation which this exchange is extending.

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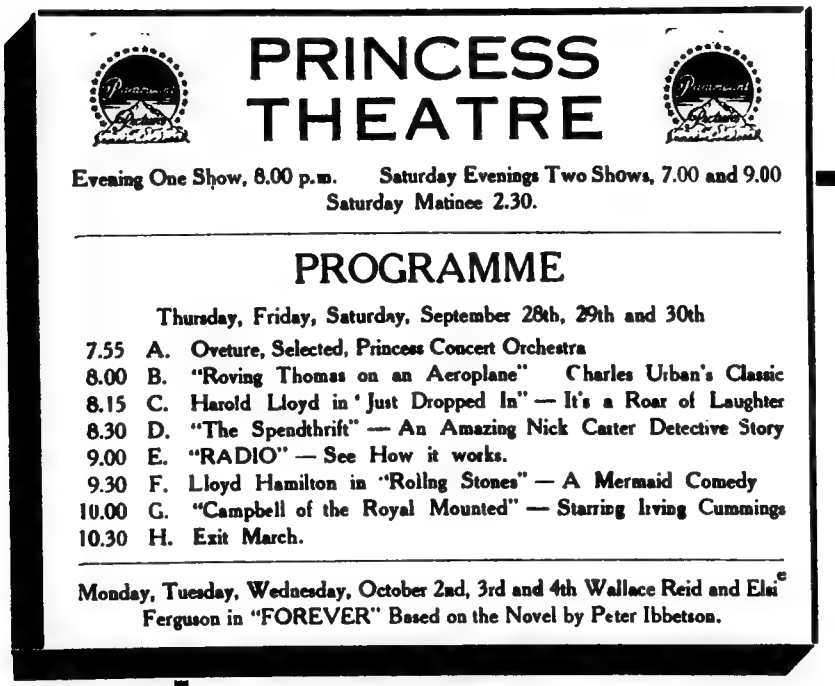
Attractive Advertisement in Preston Local Paper by Manager of Princess Featuring Educational's "Radio"



PRINCESS THEATRE

Evening One Show, 8.00 p.m. Saturday Evenings Two Shows, 7.00 and 9.00
Saturday Matinee 2.30.

PROGRAMME

Thursday, Friday, Saturday, September 28th, 29th and 30th

7.55 A. Overture, Selected, Princess Concert Orchestra
8.00 B. "Roving Thomas on an Aeroplane" Charles Urban's Classic
8.15 C. Harold Lloyd in 'Just Dropped In" — It's a Roar of Laughter
8.30 D. "The Spendthrift" — An Amazing Nick Carter Detective Story
9.00 E. "RADIO" — See How it works.
9.30 F. Lloyd Hamilton in "Rolling Stones" — A Mermaid Comedy
10.00 G. "Campbell of the Royal Mounted" — Starring Irving Cummings
10.30 H. Exit March.

Monday, Tuesday, Wednesday, October 2nd, 3rd and 4th Wallace Reid and Elsie Ferguson in "FOREVER" Based on the Novel by Peter Ibbetson.

Just Thought You Would Like to Know

Mgr., Princess, Preston, Urges Put It In "The Digest" To Get Results

Princess Theatre,
Preston, Oct. 2, 1922.

Mr. S. B. Taube,
Canadian Educational Films, Ltd.,
Toronto.

Dear Sir:

Enclosed herein you will find advertising material which I used to exploit your picture "Radio." As you no doubt understand by the program that we featured "Radio" on an entirely short reel feature program. Several weeks previous to the showing, I advertised the coming to Preston of something entirely different in theatre entertainment. Which you will see by clippings. On the day of showing, the paper carried a very attractive ad., which to my judgment is something different in a theatre ad. Now, if it would be possible for you to have this placed in a copy of the Moving Picture Digest, I have no doubt in the least it would be of benefit to your company in the way of advertising the picture "Radio" and be of great help in securing other exhibitors to run a short reel feature program of Educational Pictures featuring "Radio." As the most logical time for radio is approaching, exhibitors should grasp the opportunity to play this wonder picture. I have no doubt in the least that if this picture is properly exploited it should prove a success.

On our program of exploitation, I had tie-ups with the local merchants on window displays. First, a large display in a radio store window. Second, a display with a local merchant on Radio biscuits, and third, a tie-up on Radio ties.

I also used your window cards to good advantage. To finish up the campaign, I arranged with a local radio supply dealer to install a radio set in the theatre, on which we gave concerts during the showing of the Radio picture.

Now, if you will have the enclosed copy sent to the Digest and have them insert a copy of same, it would be of great help to me and without a doubt an advertisement for your company. If you would like to have more copies of same, I would be only too glad to secure same for you.

Hoping to hear from you in the matter at an early date, and thanking you ever so much in advance,

I remain, yours truly,
(Signed) LLOYD A. TURELL,
Ass't.

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"NOTORIETY" VERDICT ACCLAIMS PICTURE AS BIGGEST BOX-OFFICE ATTRACTION

"NOTORIETY," L. Lawrence Weber and Bobby North State release had a special showing at the Copley Plaza, Hotel, Boston, before an assemblage comprising about four hundred exhibitors and visitors from Massachusetts, New Hampshire, Maine, Vermont and Rhode Island.

These representative exhibitors joined in with the visitors in enthusiastically applauding "Notoriety," the exploitation possibilities being immediately recognized. Mr. Will Nigh, who wrote and directed the story, had the pleasure of listening to no end of praise in regard to his latest production, in fact, exhibitors are going so far as to declare "Notoriety," the best picture Will Nigh ever made.

Sam Grand, of the Federated Exchange, of Boston, arranged for the special showing in Boston at the most exclusive hotel, feeling satisfied that he had a production he could afford to give unlimited publicity to; and this fact was not neglected since representatives of Trade Journals and newspapers were present at the showing. The Moving Picture World, in its issue of Oct. 14th, sums up "Notoriety" as follows:

"Notoriety," Will Nigh's initial offering to exhibitors, through L. Lawrence Weber-Bobby North, outshines anything that this director has done in the past. It constitutes a remarkable metropolitan character study, backed up with a powerfully human story that can be tied up with any local happening of news interest. It is clearly cast with player for box office value. Picturesquely staged and with numerous pretentiously luxurious sets, "Notoriety" bids fair to outdraw at the box office anything that ever had the name Will Nigh labelled on it.—*R. F.*

Cameron Of The Royal Mounted Delights Imperial Audiences In St. John

THE DAILY TELEGRAPH, St. John, N. B., gave "Cameron of The Royal Mounted," the Hodkinson-Canadian picture, the following excellent review, Sept. 26th.

"It is not without interest that at a juncture when the people of St. John are interested in the flotation of a company to make a picture introducing St. John and its surrounding tidal waters, Imperial Theatre should present in its program routine a splendid western story by Ralph Connor, Canadian author, under the direction of Ernest Shipman, the man behind the local venture. This picture is "Cameron of the Royal Mounted," and is the product of Mr. Shipman's Winnipeg investors. It attracted large and well-pleased crowds yesterday.

It was one of the most entertaining pictures which has been seen in the Imperial in a very long time. "Cameron of the Royal Mounted," it is called—a picturization of Ralph Connor's novel, "Corporal Cameron," released beneath the Hodkinson banner.

Henry Alexander MacRae was responsible for the direction — and a wonderful job he made of it. There isn't a single dull moment from the start of the picture to its smashing climax — which, by the way, is as powerful a thing as the screen has ever known. When Perkins met the fate that he had intended for Cameron, we, for one were sorely tempted to cheer.

It would be unfair to select any one member of the cast for special mention—they were all splendid. Gaston Glass, who scored so triumphantly in "Humoresque," is seen again as a young mounted policeman, while Vivienne Osborne and William Colvin are seen in roles to which their talents ideally suit them."

Moving Picture Bowling League Formed In Toronto

The Moving Picture Bowling League has been organized in Toronto. Players recruited from Fox and Vitagraph make one team; First National and Universal, one team; Famous-Lasky, one; Famous Players Film Service, one; Famous Players Canadian Corps., one; Allen Executive Organization, one.

Mr. Claire Hague, general manager of Universal, has been elected president; Mr. Droy, general manager, Vitagraph, vice-president; Mr. L. J. Haag, of Famous-Lasky Paramount, secretary-treasurer. The names of the other members of the league at this writing have not yet been completed. Good Luck League.

RALPH CONNOR never wrote a more stirring story of the Northwest than "CAMERON OF THE ROYAL MOUNTED."

He never wrote a better description of the spirit of pioneering that carries the peoples of the Old World into the wilds of the New than "GOD'S CRUCIBLE."

Both of these masterpieces have been picturized with a fidelity to detail that breathes the very atmosphere of Canada's Western Empire.

An entire squadron of the Northwest Mounted Police take part in "CAMERON," an accomplishment due solely to the influence of Rev. Dr. Gordon, who is "Ralph Connor" in private life. This is the first time these indomitable soldiers of the Northwest have ever appeared as an organization in motion pictures, and their participation lends a measure of action to the picture that at times moves at breath-taking speed.

Book both of these RALPH CONNOR features. Millions of readers know his books; many more millions will be attracted to the theatres that show his pictures. They are BIG in every test that you can apply to motion pictures.

HODKINSON PICTURES

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WE PROMISED YOU 60 TO 70 BIG PICTURES
HERE'S FOUR OF THEM

"A thing of Beauty and a Joy for ever"

NORMA TALMADGE *in*

"THE ETERNAL FLAME"

EXTENDED ENGAGEMENTS EVERYWHERE

THE EIGHT FASTEST REELS YOU'VE EVER SEEN

DOROTHY PHILLIPS *in*

"HURRICANE'S GAL"

POSITIVELY PULLS PATRONAGE

AND THAT MARVELOUS RECORD BREAKER

"SMILIN' THROUGH"

with NORMA TALMADGE

DON'T DELAY DATES

KEEP YOUR EYE ON THIS ONE

GUY BATES POST *in*

"THE MASQUERADER"

SEASON'S STERLING SUCCESS

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27 Jarvis St. - Toronto, Canada

Vol. 14, No. 26
Oct. 21st, 1922.

CANADIAN MOVING PICTURE DIGEST

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BIG ATTRACTIONS

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Have you visited our Exploitation Dept..?

Associated First National Pictures, Toronto Montreal St. John Winnipeg Calgary Vancouver

TORONTO, CANADA
OCTOBER 21st, 1922.

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Another one you cannot afford to scratch.

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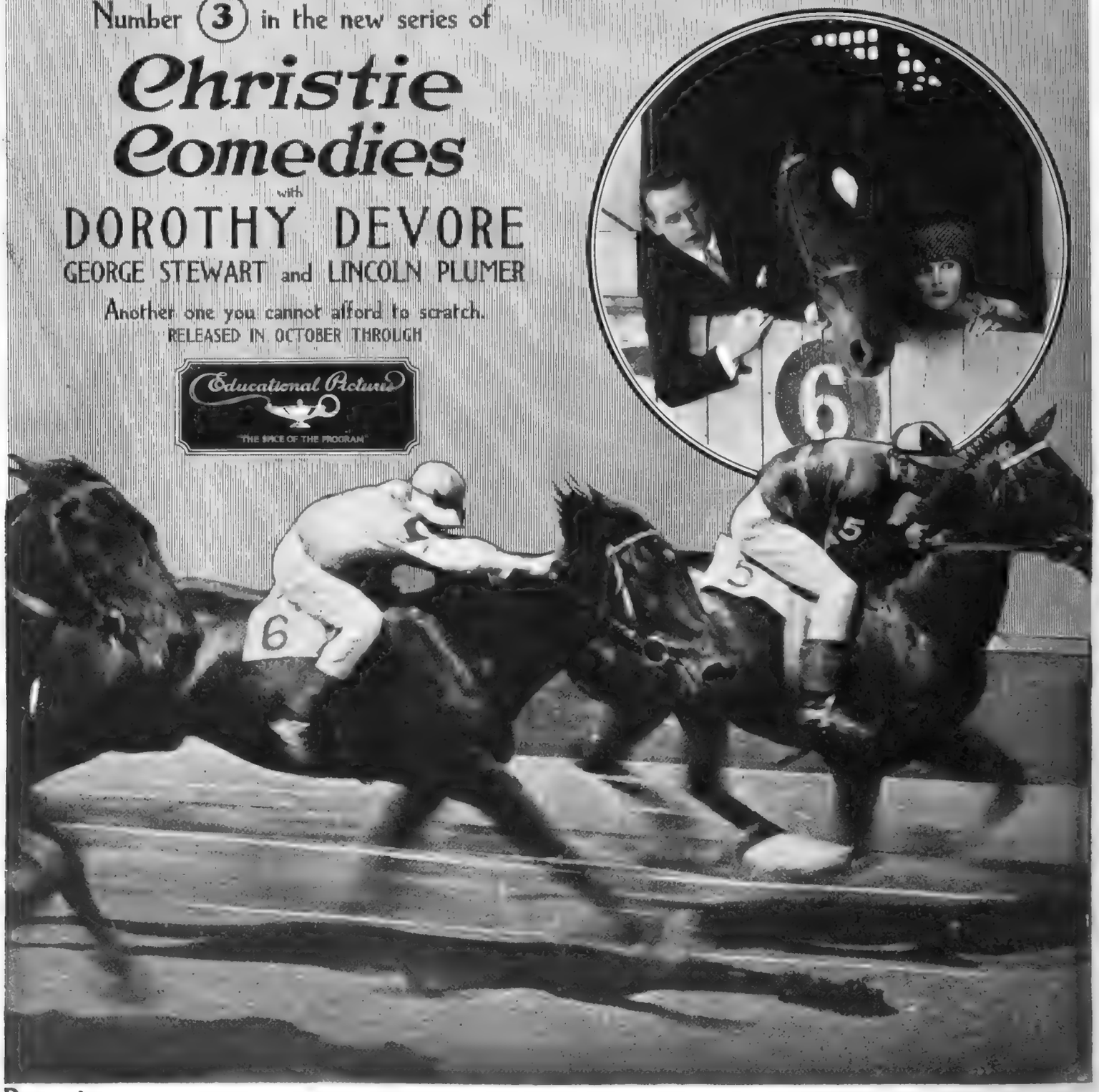
Educational Pictures

"THE SPICE OF THE PROGRAM"



Reminder:---

Have you Played (1) "THAT SON OF A SHEIK" (2) "PARDON MY GLOVE"?

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
Foreign $3.50

CANADIAN PRODUCTS
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company

27 JARVIS STREET,

TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 26 | TORONTO, CANADA | OCTOBER 21st, 1922

What Constitutes a Feature?

IF exhibitors will understand that it is not the length of the attraction which they are playing which makes it a feature, but the quality, plus the position given the attraction in the advertising, the position on the bill, the exploitation in front of the theatre, and the musical presentation, they will give much more time and attention to their short subjects.

An exhibitor must get rid of the idea of quantity in conjunction with features. Quality, first, last, all the time is what counts. Having secured this necessity get the box-office angle fixed firmly in your mind; and place it before the public.

The public to-day is not only "shopping" for quality but "shopping" for variety. The larger portion of the time allotted for the show is taken up by the long-length attraction. This, is a general rule is a drama. It is therefore necessary for the balance of your programme to have the rest of the time allotted taken up by a variety of subjects which stimulates interest. No programme is complete in entertainment without a comedy. Picture patrons look for news events with the keenest interest; and the humorous clippings from the press have also established themselves as a necessary fixture in providing Screen Entertainment.

The exhibitor who plays the long feature in conjunction with a comedy, both pictures having quality, should give his short subject a portion of his advertising allotment, also a portion of his "front of theatre space." If the public is indifferent to the comedy they may like the feature exceptionally well, or being indifferent to the feature the comedy may send them away feeling satisfied. The adoption of a division on featuring makes the exhibitor more secure as to the box-office value of his offering. The public always feel that it is the feature they are paying to see, if it is the feature you are advertising as the one and only attraction. You can give them a comedy at which they have laughed and laughed, other entertainment, they will forget about all you have given them, if what they imagine they have paid for does not come up to their standard. Therefore, since it is necessary to add the comedy and the other features to make your programme attractive and balanced, why not let your audience know that the other subjects on your programme are what they are paying for also, what they have come to your theatre to see? If your comedy happens to be particularly good, select it to be co-featured, if your other subjects happen to be particularly good, co-feature them.

Those exhibitors who have tried a full programme of short features have found that their public have responded to box-office advantage.

A short feature programme once a month should prove a valuable asset to every house. It gives your public an opportunity to rest up from the longer subjects, and they respond with keener interest to the longer subject the following week, in addition it gives your public the very entertainment which they are to-day seeking: variety, novelty. Try it once, exhibitors, you will try it monthly. The short subjects on the market have all the quality which you find in the longer subjects; and concentrated essence of quality at that.

Fashions and entertainment move in cycles. We are approaching the cycle in Moving Pictures of short length subjects, but unlike the short length subjects of the past the present is presenting all the advantages which picture progress has gained during the intervening time.

The short length subjects of to-day are features. Treat them accordingly.—Ray Lewis.

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4 Proven Box-Office Successes

Universal Jewel

STROHEIM'S

Foolish Wives

The Greatest Drawing Card Ever Offered Exhibitors

Langdon McCormick's Sensational Stage Play

The Storm

With HOUSE PETERS
MATT. MOORE
VIRGINIA VALLI

Breaking Records Everywhere

COMING

Reginald Denny in The Kentucky Derby

Hal Reid's Melodrama-Success

Human Hearts

With HOUSE PETERS

Great as a Play
Greater as a Picture

PRISCILLA DEAN

IN

Under Two Flags

From the Novel by Ouida

The Season's Best Offering

CANADIAN UNIVERSAL FILM CO.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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4 Short Feature Offerings

By Universal

Eight Two-Reel Features

Jack London's

Famous

SEA STORIES

Starring

Jack Mulhall

These Subjects are NOT Re-issues

The Greatest Novelty Comedy Offering This Season

Century Comedies present

Just Dogs

A Super Comedy in Two Reels

Have Your Branch Screen This For You

COMING

Baby Peggy in Little Red Riding Hood

Eight Two-Reel Re-issues

of the Star's Biggest and Best Feature Hits

HARRY CAREY

In a Series of Action Dramas

Eight Two-Reel Features

LUMBER JACK STORIES

Starring

Roy Stewart

Book This Series and Play Double Feature Bills

CANADIAN UNIVERSAL FILM CO.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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NEW EXHIBITOR SERVICE BY FIRST NATIONAL OFFERS FREE EXPLOITATION

ASSOCIATED First National Pictures comes forward with a genuine innovation in the way of direct service to the exhibitor. The service is to be given free to franchise holders and exhibitors playing the First National product, and is instituted with a special eye to the assistance of the small town exhibitors. The service consists in the distribution of a complete line of advertising, publicity and exploitation fanfare with which to feature the fall opening and announce in effective display the many attractions that are to come to the screen of the theatre during the new season.

The material, which is shipped in what is termed "a fall announcement package," comprises the following:

"A two color campaign press sheet, containing brief, concise news stories of First National attractions and stars of the coming year that can be used in newspapers as a program announcement by theatres that will play the First National schedule.

"Five rotogravure sheets in subdued, handsome colors. There is one each on Mack Sennett's 'Suzanna,' Richard Walton Tully's 'The Masquerader,' starring Guy Bates Post; R. A. Walsh's 'Kindred of the Dust,' and Thomas H. Ince's 'The Hottentot.' A fifth one is a composite of big scenes from many of the forthcoming attractions.

"A five-colored announcement sheet with a film strip of First National stars and featured players and a list of attractions to be released through First National.

"Sixteen 11x14 finely lithographed colored star portraits, including the following favorites: Norma Talmadge, Constance Talmadge, John Barrymore, Richard Barthelmess, Guy Bates Post, Katherine MacDonald, Jackie Coogan, Charlie Chaplin, Hope Hamilton, Mabel Normand, Dorothy Phillips, Miriam Cooper, Buster Keaton, Anita Stewart, Claire Windsor and Strongheart, the wonder dog.

"A slide enabling exhibitors to make a screen announcement of the coming annual opening display.

"A postcard to request cuts and mats reproduced in the press sheet from the First National exchange. The cuts and mats in this press sheet will be supplied without charge.

"Miscellaneous material consisting of program suggestions, samples of miniature star photographs to be given away at small cost, lobby strips with the pert and pertinent slogans from the First National symbol, 'Standing Room Only. A First National Attraction To-day,' 'Look, Who's here for the Whole Year,' the latter being especially appropriate for exhibitors featuring First National attractions and wish to sell their patrons on this standard of entertainment.

"Equally valuable with the element of timeliness for a fall display are the all-year advertising and exploitation possibilities that the announcement package offers. Some of the rotogravure sheets feature special attractions, but the composite one can be used throughout the year as well. In the case of the star portraits these are adaptable as long as the theatre contemplates using any attractions with these stars. Second only to the precedent established in a stupendous fall opening is the exploitation aid that these accessories offer.' Packages are being mailed to exhibitors in Ontario this week.

WHAT "WID" HAS TO SAY ABOUT UNIVERSAL JACK LONDON'S TWO REEL SEA STORY

"White and Yellow"—Tales of the Fish Patrol—Universal

Type of Production .....2 reel drama

Jack London's "Tales of the Fish Patrol" are excellent screen stuff, being replete with action and thrilling episodes. In selecting these stories, good judgment has been shown and to the credit of Universal, it must be said that good use of the material has been made. In this initial offering of the series, here is action and a certain amount of suspense which will enable it to get over. In houses where they want short-length dramas, this is almost certain to register well. The cast includes Jack Mulhall in the featured role, Louise Lorraine, Alfred Gronell, John Wallace, Robert Gray, Jim Wang and others.

"I *BELIEVE that the women on the American Continent should assist in every way possible to establish a system for the distribution of motion pictures, whereby each picture may stand on its own merit and under which good pictures will be encouraged and poor pictures discouraged.*"

W. W. HODKINSON

Biennal Convention, General Federation of Women's Club at Chautauqua, June 28th.

Commenting editorially on Mr. Hodkinson's speech, the New York *Evening Post*, one of the most influential newspapers in the country, says:

It is the factory system of production that Mr. Hodkinson deplores. A certain group of producers has got hold of theatres throughout the country, and because of this control the public is forced to see their photoplays. The expense of such an organization is tremendous. What is the result? Photoplays must be turned out hastily and indiscriminately. Hence a mass of inartistic films.

"Luckily for the public, some persons are demanding something better. It is the independent producer, in most cases, who is supplying it. Independent producers, however, do not find it easy to 'break through' to the public, because, as Mr. Hodkinson declares, fifteen national distributing systems for motion pictures are being operated at an estimated cost of twenty million dollars annually, and nearly all of these are controlled by 'factory producers."

The new Hodkinson Product for the coming season is one of the most conclusive answers to the "better movies" problem. Write for a list of them.

The Showman.

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CALGARY DAILY HERALD CALLS "THE MASQUERADER" A TRIUMPH

IT is a long while since I have had such complete satisfaction after seeing a moving picture as I did after seeing "The Masquerader" at the Palace Theatre on Monday. I had looked forward for some time to seeing this play, and I went with the fear eating at my heart that someone would have thrown a monkey wrench into the machinery. I came away in the happy assurance that all was well, and my faith in the production of moving pictures, which has been shattered somewhat of late, almost restored to normal. Those who have seen the play here, with Guy Bates Post in the title roles, must not miss seeing this picture. Those who have read the book should not miss seeing it. And those who have neither seen the play nor read the book should certainly go and see it.

Guy Bates Post is one of those rare actors with such distinctive mannerisms on the stage that one looks for them at once on the screen. Nor are you disappointed. One has the pleasure of seeing Guy Bates Post at his very best, and though it is a wonderful play to see, for one has the advantage of his wonderful voice, the picture is a thorough and sincere support to the play and the book. Both are followed faithfully all through. One has to imagine so much in a play, which is given to you in the picture. The scenes in the House of Commons are done with great impressiveness and dignity. The dual parts are done by that wonderful system of photography which enables an actor to take the two parts, and as John Chilcote, M.P., and John Loder, Mr. Post has done some very wonderful work. He is consumnate actor enough, and such a master of his art, that though one knows he takes both parts, one can distinguish that there is a difference between the two men. Yet the little mannerisms creep in, such as the lifting of the eyes, the shooting out of the wrist, and the flourish of the handkerchief.

Edward M. Kimball, as Brock, the servant of Chilcote, plays a wonderful part, and the various characters of Fraids, Lakely and others have been entrusted to men eminently fitted to the types portrayed. Ruth Sinclair and Marcia Mannon, in the female characterizations, give Mr. Post great support in his work. The part of Robbins is taken by Barbara Tennant and is done in a very spirited manner. Altogether, "The Masquerader" is one of the greatest plays I have seen for a long time, and I rejoice to have been able to see it. It is a triumph for the producer, Richard Walter Tully.

Weaver Winston and his augmented orchestra delighted his audience with the "Peer Gynt Suite," as his main contribution, and the orchestra handled a difficult composition with great care and fine interpretation. A most enjoyable entertainment. — *Calgary Daily Herald,* Tuesday, Oct. 3rd.

EXCHANGE MANAGERS AND EXHIBITORS ATTEND OPENING NEW CAPITOL, MONCTON, N. B.

THE opening of the new Capitol Theatre, Moncton, N.B., which took place on Friday, October 6th, was very successful in every way.

The proprietors, Messrs. Torrie & Winter, are receiving congratulations on the spacious and splendid Theatre which they have built.

The Capitol's entrance, a prism glass Marque, which leads to a lobby 115 feet long, the decorations of which are artistically designed panels. There are four ticket windows, two for the Capitol on the right and two for the Empress on the left.

In the Theatre proper, which has a seating capacity of 1480, the predominant color is blue, the draperies being trimmed with gold lace. The furnishings are walnut upholstered in blue. The lighting is everything that could be desired, opal bowl lights being used in the ceiling with fine cluster side lights. Four exits lead from the balcony floor to the street. On the lower floor there are four additional exits. A large handsome stage is so designed that it will be suitable for road attractions. The ventilation of the entire theatre is most modern.

A fire-proof reinforced steel, concrete, hollow tile, operating booth insures the safety of the operators. It is equipped with two Simplex machines, motor ribbon.

The orchestra is under the leadership of Mrs. Arthur Burbank, a talented musician.

Many favorable comments were heard upon the neat uniforms of blue, worn by the ushers.

Among the out-of-town visitors who attended the opening of the Capitol were: Mr. F. G. Spencer, of St. John, proprietor of a number of theatres in New Brunswick and Nova Scotia; Mrs. F. G. Spencer, R. G. March of Fox Film Corporation, St. John; Joseph Fertie, Famous Lasky Corporation, St. John; W. H. Taylor, Canadian Universal Films, St. John, N.B.; A. A. Fielding, Empress Theatre, Amherst, N.S.; R. W. Hogan, Maritime Representative of the Famous Lasky Corporation, St. John.

Censors Of Ontario Not Responsible For Changing Title "Divorce Coupons"

We have been informed that the Censorship Board of Ontario did not find it necessary to change the title of "Divorce Coupons" to "Marriage Coupons" nor did they cut out any scenes. The picture played the Centre Theatre, Ottawa, recently under the title of "Marriage Coupons." The other changes mentioned in a previous notice, in regard to this picture, we have learned are of such a minor character that they are practically of no importance. "Divorce Coupons" was changed to "Marriage Coupons" in one of our Provinces, but since both titles are equally good, the change was not detrimental. It was necessary, however, to make some alteration in the billing; and it so happened that the Centre Theatre, Ottawa, got the billing with "Marriage Coupons."

Vitagraph have this advantage, they can enjoy the success of their picture without the fear of some other trademark stealing their thunder. "Divorce Coupons" might have had a rival in "Marriage Coupons," or vice versa. Now the only title that is left is coupons and it has no particular appeal.

Bobby Vernon in Educational Christie, "Pardon My Glove"

Bobby Vernon dons fighting trunks and gloves in his first Christie Comedy of the season which is called by the ladylike title, "Pardon My Glove." Vera Steadman, George Pearce, Ward Caulfield, Tommy O'Brien and "Zack" Williams have leading parts. Bobby starts the picture with a black eye. "Pardon My Glove," no doubt, was spoken by the guy who gave it to him. That's one way they get those comedy titles.

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SCREENING OF EDUCATIONAL PRODUCT IN OTTAWA LARGELY ATTENDED

MR. SID TAUBE, representing Educational Films, was in Ottawa over the ninth and tenth of last week; and telephoned the Montreal offices to send up all available subjects which they had of third year releases; these consisted of: "One Ol' Cat," single reel, Earl Hurd; "Fresh Fish," single reel, Earl Hurd; "Pardon My Glove," two reel, Christie; "Let 'Er Run," two reel, Christie; "Look Out Below," Mermaid comedy; "The Speeder," Lloyd Hamilton Special.

A screening was held on Sunday night and was very largely attended by the following exhibitors from Hull: Mr. Paquin, of the Eden Theatre; Mr. Fred Laduc, of the Laurier; Mr. Joe Haughton, of the New Princess.

The Ottawa theatres were represented by Mr. Harry Brouse, of the Imperial, and his assistant manager, Mr. Joe O'Leary. Mr. D. B. Stapeleton, of the Centre Theatre; Mr. W. H. Maynard, of the Columbia Theatre; Mr. S. Caplan, of the Princess Theatre; Mr. H. C. Benson, of the Fern; Mr. Will McLaughlin, Moving Picture Editor of the Ottawa Journal, editor the Ottawa Citizen. Mr. F. W. Goodale, of Loew's Theatre, was unable to attend the screening due to the fact that he had a benefit performance for the Northern Ontario fire sufferers. It appears that Mr. Goodale is the first manager to donate his theatre for this very worthy benefit. On behalf of Marcus Loew, the theatre, with all its equipment, was given free of charge, the Lion Club of Ontario secured the talent and handled the funds.

Mr. Harris, of the Ottawa Citizen, represented Mr. Goodale at the educational screening. Mr. Harris brought several visitors with him and these, in addition to the exhibitors, were most enthusiastic regarding the standard of the Educational product.

President R. Kershaw Of Manitoba Exhibitors' Association Arranges For Pickford Fairbanks

Mary Pickford and Douglas Fairbanks, including their party, were given a reception in the Gold Room of the Royal Alexandra Hotel, Winnipeg, during their very brief sojourn in that city. President R. Kershaw of the Manitoba Exhibitors' Association made all the arrangements, boquets of roses and chrysanthemums being presented to the big little star. Mary stated that she was happy to be welcomed by Canadians, was proud of being a Canadian, while Douglas Fairbanks made the Winnipegers his friends by claiming that he was a Canadian by marriage.

Cecil Wilson, manager of the United Artists' Exchange, neglected no opportunity to make his notable guests' visit to Winnipeg a pleasant one, and the big crowd gathered at the C.P.R. Station made the hour's visit of the Film Stars in Winnipeg one which they will long remember. Enthusiastic cheering and spontaneous words of welcome were showered upon the visitors, while cameras clicked in the hands of newspaper operators and furnished the press of the city with picture material.

Mr. J. K. Gamble has purchased the Lyric Theatre, Kirkland Lake, from Mr. Lebo, the previous owner.

Universal Move Into New Quarters On Victoria St.

The Universal Film Exchange have moved into their very fine offices in the Film Building, 277 Victoria St. The new telephone number is Main 5858. The offices have been so arranged as to facilitate the delivery of even a better Universal service to exhibitors, and is so bright and cheery that it creates a spirit of optimism to step inside. All steel, fire-proof, vaults, nothing to burn, clean, roomy and convenient. Incidentally Mr. Hague's new office outfittings indicate that Mr. Laemmle considers Mr. Hague's managerial ability worthy of the right surroundings. His new antigue desk is a special invitation to burglars.

Get In Touch With Stewart On Tie-Up Contest On "The Masquerader"

Mr. W. Stewart, of Exploitation Department, Associated First National, informs The Digest that a tie-up has been arranged with merchants, working in conjunction with newspapers on "The Masquerador." The tie-up is in the nature of a contest, "Find The Masquerader," operating along the line of "The Mysterious Mr. X." Plans have already been completed in anticipation of this feature's early release in the east. Get in touch with Mr. Stewart for fuller particulars.

Ontario Fire-Fighters' Assoc. Adopt Slow-Burning Film By Passing Resolution

The Ontario Fire-Fighters' Association, comprising the fire departments of municipalities throughout the Province of Ontario, in annual convention at Brantford, Ontario, adopted a resolution submitted by the Toronto delegates calling upon the Moving Picture Industry to adopt at once the exclusive use of "slow-burning film." The resolution referred to "the present expensive burden of inspection, regulation and surveillance of moving picture theatres placed upon public fire and safety departments," because of the nitro-cellulose film now commonly in use and declared that the attitude of the Moving Picture Industry was unwarranted and indefensible. The mover urged that it was the "moral duty" of the Industry to adopt slow-burning film.

Col. John A. Cooper, of Toronto, secretary of the Canadian Motion Picture Distributors' Association, declared in an interview in reply to the Fire-Fighters' Association, that "producers were willing and anxious to use slow-burning film," but that the latter was yet in its early stages of production. Col. Cooper drew attention to the types of projection machines now in general use which prevented heat from reaching the film and also outlined the safeguards which are found in all projection rooms of theatres.

Mgr. A. Moisan, Victoria Theatre, Quebec, Broadening Out

A. Moisan, of the Victoria Theatre, this city, is branching out somewhat as a publisher and editor. He has issued a large monthly house organ which is supplied to him from the United States, and in which he carries a four-page centre spread on which he features his theatre programme, while a number of local advertisements are also carried. Mr. Moisan has, we understand, no reason to be dissatisfied with his new venture.

Sylvia "Mother" Ashton Appears in New Christie Comedy

Sylvia "Mother" Ashton, prominent character actress in Paramount Pictures, has been loaned to Christie Comedies for one picture, a house-boat comedy in which Neal Burns is featured. Burns, Director Sidney, Charlotte Merriam, Sylvia Ashton, Don Bailey and others of the cast are now living "the life of Riley" on boats, rafts and other sea craft at Balboa Beach, making the picture.

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"MORE TO BE PITIED" BOOKED FOR "SINGLE FEATURE," RUN BY NEW YORK EXHIBITOR, WHO USUALLY RUNS DOUBLE FEATURES

PROOF of the unusual strength and pulling power that exhibitors are attaching to "More to be Pitied" was given recently by the fact that this feature was booked as a single feature for the week-end, Saturday, Sunday and Monday, Oct. 7th, 8th and 9th, at one of the best New York neighborhood theatres.

It is the policy of this theatre, The Crescent, to run double features, excepting in such cases as the booking of a feature that is considered by the management sufficiently strong to pull in the crowds alone, and this policy of "single-feature" is usually played there over the week-ends.

Last week-end, "More To Be Pitied" was chosen for this strong position, which had been occupied the week-end, preceding by Rodolf Valentino in "Blood and Sand."

A glimpse of the features used as "double" programs during the week intervening, the Tuesday and Wednesday program playing Jack Holt in "While Satan Sleeps" and Viola Dana in "The Five Dollar Baby"; and the Thursday and Friday program being Wallace Reid in "The Dictator" and Dorothy Dalton in "The Siren's Call."

Mr. Unger, of the Crescent, said he was confident of "More To Be Pitied" because of the excellent story, the box-office title, and the fact of the all-star cast including Alice Lake, Rosemary Theby, J. Frank Glendon, Philo McCollough, Gordon Griffith, and Josephine Adair.

Exhibitors, Here are Some Ideas on Exploiting Hodkinson "Free Air"

Here is a good suggestion that will attract attention. Have your sign maker provide you with about 100 22 x 28 cards reading: "Free Air for Automobilists and Pedestrians at the Blank Theatre." Tack these cards on telegraph poles and trees. The more of these cards you put out, the better you will cover the territory.

In addition to the "free air" service station for the front of your theatre, the posters that are provided for this production offer unusual possibilities for attractive and business-getting cut outs. The six-sheet and 24-sheet are particularly adapted to cut-out work. Take, for instance, the big dramatic scene in the six-sheet. Make a cut-out of this stand and mount it on a cardboard back. Corrugated board will do just as well as beaverboard and you can procure it at less than one-third the price of beaverboard. Place this cut-out in one corner of the lobby, and in the opposite corner place a cut-out of the group figure in the 24-sheet.

One-sheet No. B offers an excellent opportunity for making attractive hangers for the lobby. Take twelve of the No. B one-sheets. Cut out the circle scene in the center of the sheets. Paste them in twos, back to back, on a piece of cardboard. Letter the words "Free Air" across the scene and hang the cut-outs from the chandeliers or lobby ceiling.

These suggestions, in addition to the regular colored lobby display photographs and black and white scene stills, will enable you to build up a lobby display that will be the talk of the town.

"The Three Brothers" With Wallace Reid

Three brothers, members of an old-French-Canadian family of strict traditions, all love the same girl. One of the brothers is resolved to possess her by hook or crook; one has concealed his affection for her and nobly resolved to crush it, the other brother (Wallace Reid) has told Julie of his love and been accepted by her. But she does not really love him. What will come of such a situation? Will the evil-minded brother accomplish his end? Will the noble brother who is willing to renounce all win her? How will Fate deal with the brother whom she has promised to marry? And their old mother—what of her? This story answers the enigma with surprising but logical frankness, and is one of the series of two-reel dramas released through Canadian Exhibitors Exchange.

FOR SALE—One Wurlitzer Organ; style G; cost two thousand dollars. What offers? Park Theatre, Lansdowne and Bloor, Toronto, Ont.

Experienced Operator Wanted — Salary $27.50 per week. Write to 263 Grace Street, Toronto, Ont., stating experience.

Broadway and Mirthquake Comedies Begin Showing

The Broadway and Mirthquake Comedies which are being released by the Canadian Exhibitors have started their first run at the Allen Theatre, downtown, and from reports these subjects have been booked with great success.

FOR SALE—One Power's Road Moving Picture Projecting Outfit, complete for road work. Ideal equipment for country town use. Will accept any reasonable offer to close an estate. Mrs. A. Brown, 770 Main St. East, Hamilton, Ont.

Exploitation Easy on "Curse Of Drink," Weber & North's State Right Feature

THE free publicity possibilities of L. Lawrence Weber & Bobby North's, state-right feature, "The Curse of Drink," are the subject of general comment from exchangemen and exhibitors throughout the country. Apart from the cast, which includes five stars—Harry Morey, Edmund Breese, George Fawcett, Marguerite Clayton and Miriam Batista, the exploitation value of the title is winning recognition as one of the big box-office assets of the Blaney melodrama.

The fact that the subject of prohibition is the foremost topic of the day makes the drawing power of the title stand out. The picture itself takes no sides on the question and is free from any suggestion of proganda. It merely follows the thrilling stage-play of Chas. E. Blaney, from which it was adapted. Drink enters into the picture only as one of the minor pieces of treachery which the villain employs in his attempt to subdue the girl. However, the mere presence of the title is enough to draw both sides of the wet and dry following into the theatre.

The title is also a great one for editorial comment by local newspapers, as it brings the livest subject of the day to their attention. Whatever issue the local papers may take, their opinions are so much free publicity for the picture.

The exploition aids prepared as accessories with the picture make publicity still easier, and are in heavy demand by exchanges. The posters, with the comedy teaser 24 and one-sheet lead in popularity, and are said to set the town guessing wherever they are flashed. The publicity cuts, cartoon and pictorial, also play up the title and are being used with fine success. "Notoriety" is another re-

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MGR. THOS. S. DALEY, CASINO, HALIFAX, DESERVES CONGRATULATIONS EXPLOITATION "THE STORM"

MANAGER Thomas S. Daley deserves special mention for the manner in which he exploited Universal's feature "The Storm." Six days previous to the opening of the picture Manager Daley used a "bull's eye" cut in the newspaper, consisting of three rings. In the centre of the centre ring an announcement "The Storm is Coming." Four days previous to the opening another cut was used, this time with two rings and the centre announcement of "The Storm is Coming" in very black bold-faced type. Three days previous to opening a double column announcement as follows:

IF You Were a Young Girl
And a Tremendous Blizzard
Forced You to Remain
For three months
Shut Up in a Cabin
Up in the North Woods
Hundreds of Miles Away
From Civilization Alone
With a Rugged Woodsman and
A Polished Gentleman Both
Professing Love For
You and There was no Possible
Chance of Escape for
Communication with the Outside
World and you if you
Admitted Love for One—
It Meant the Other Would
Kill Him

WOULD YOU DO

What the French-Canadian Girl Did in

'THE STORM'

The Great Photoplay of the Year, Which Will Be Shown at the Casino the First four days of next week

"YOU KNOW HOW 'TIS"

Four days previous to opening the same "bull's eye" cut with but one ring and the announcement "The Storm is Coming" in very large type.

Two days previous to start of run a double column reader headed "I Shivered" across the top, a frame of black around the reading matter which consisted of excerpts from press reviews on "The Storm" followed by "That's What one of America's Leading Photoplay Authorities Thinks of "The Storm," the greatest motion picture of the year, which will be shown at the Casino next week." The reading matter was set up in one column, the frame to cover two columns, which left a blank space of one column and set off the reading matter to excellent advantage. The announcement at the bottom covered about one and a half columns. The whole was two columns across and about a half of a newspaper column in length.

Furthermore, Manager Daley used a full page ad. in black and red. A tie-up on two pages with merchants on "The Storm," worked in conjunction with a prize advertising-writing contest; and a very important announcement on the theatre news page.

"Determination" Turns Them Away Garrick, Winnipeg

The Canadian Exhibitors Exchange reports that "Determination" opened the Garrick Theatre in Winnipeg on Monday, October 9th, and business done on this picture during that week was far greater than any picture that has played Garrick during the last year. Both the Press and Public commented very highly on this production and the proof was that on Saturday, the last day of its showing the Theatre was obliged to turn away more than were in the theatre at the time. Capacity houses greeted this picture on its opening and continued through the week. The Toronto engagement of this picture will be announced very shortly.

Canadian Exhibitors Get Numerous Bookings for The "U. P. Trail"

Zane Grey's Great Novel, the "U. P. Trail," has been booked in the following theatres:—

Madison, Park, Doric, Crown, Model, in Toronto, the entire Allen and Griffin Circuit, and from all reports the Canadian Exhibitors Exchange have a winner in this picture.

"Arms and the Gringo"— Wallace Reid & Dorothy Gish

The ammunition smugglers down on the Mexican Border are giving the United States Secret Service lots of trouble. Sergeant Gilson (Wallace Reid), with a small troop stationed near the line, is about to run down the criminals when they turn tables on him, and he himself is arrested and imprisoned. Betty North (Dorothy Gish), his sweetheart, is also caught in the net, but Betty is not to be handled so easily. What she does, aided by a half-breed Indian, and what Gilson does to exonerate themselves, involving the troops, the police and the gang of smugglers forms a thrilling melodrama of surprises and mysteries. A two-reel drama released through Canadian Exhibitors' Exchange.

Lillian and Dorothy Gish, Wallace Reid, Two Reel Subjects Going Over

The two reel Lillian Gish, Dorothy Gish and Wallace Reid subjects being released by the Canadian Exhibitors Exchange are being booked all over the Province of Ontario with great success and Exhibitors who are playing them are reporting satisfaction.

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WALLACE REID

LILLIAN GISH

DOROTHY GISH

6 OF EACH STAR

18 TWO REELERS

THREE BIG STARS

Means $ $ $ $ $ to You

JUST THE FEATURES TO ADD CLASS TO ANY PROGRAM

Directed by - D. W. GRIFFITH, WILLIAM CHRISTY CABANNE, JOHN B. O'BRIEN, PAUL POWELL

Authors - GEO. PATTULO, WILL LEVINGTON COMFORT, REX BEACH, JACK LONDON, JAMES OLIVER CURWOOD

Comments that cannot be bought -

S. L. ROTHAPFEL, Managing Director of the CAPITOL THEATRE, NEW YORK— "These Two Reelers Should Play Every Theatre in Canada, They're Great."

J. SPARGO, Editor of EXHIBITORS HERALD— "Wonderful Productions. A Good Bet for Real Exhibitors."

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CHESTER J. SMITH, Editor MOTION PICTURE NEWS— "Great Stuff. Would Like To Own Them Myself."

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CANADIAN EXHIBITORS EXCHANGE LIMITED

TORONTO — MONTREAL — WINNIPEG

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FIRST NATIONAL

PROUDLY PRESENTS SOME OF ITS "*Great Selection*" OF FALL MASTERPIECES

Mack Sennett presents
BEN TURPIN, in
"Homemade Movies"
"The Shriek of Araby"

KATHERINE MacDONALD
in "White Shoulders"
Supported by Bryant Washburn, Richard Headrick and Nigel Barrie.
Directed by Tom Forman.

A Thos. H. Ince Special
"SKIN DEEP"
With Milton Sills, Florence Vidor and Frank Cameron.
Directed and Adapted by Lambert Hillyer

A Mack Sennett Production
MABEL NORMAND,
in "SUZANNA"
By Linton Wells
Directed by F. Richard Jones.

Thomas H. Ince presents
"THE HOTTENTOT"
With Douglas McLean and Madge Bellamy.
Directed by Del Andrews and James W. Horne.

RICHARD BARTHELMESS
in "The Bond Boy"
Supported by Mary Alden and Mary Thurman.
Directed by Henry King.

An R. A. Walsh Production,
"KINDRED OF THE DUST"
With Miriam Cooper and Ralph Graves.
Adapted by R. A. Walsh from the novel by Peter B. Kyne.

HOPE HAMPTON
in "The Light in the Dark"
Supported by Lon Chaney and E. K. Lincoln.
Directed by Clarence Brown.

Richard Walton Tully presents
GUY BATES POST
in "The Masquerader"
Adapted from the play by Richard Walton Tully and the novel by Katherine Cecil Thurston.
Directed by James Young

NORMA TALMADGE
in "The Eternal Flame"
Adapted from Honore de Balzac's "La Duchesse de Langeais," by Frances Marion
Directed by Frank Lloyd.
A Joseph M. Schenck Production.

KATHERINE MacDONALD
in "Heroes and Husbands"
Directed by Chet Withey.

Joseph M. Schenck presents
BUSTER KEATON in "The Blacksmith," "The Frozen North," "The Electric House"
Written and directed by Buster Keaton and Eddie Cline.

CONSTANCE TALMADGE
in "East is West"
Adapted from the stage success by Frances Marion
Directed by Sidney Franklin.
A Joseph M. Schenck Production.

These wonderful attractions are coming to your theatre.

Oliver Morosco presents
"SLIPPY McGEE"
With Colleen Moore and Wheeler Oakman.
Directed by Wesley Ruggles.

A Trimble-Murfin Production
STRONGHEART
The Wonder Dog
"BRAWN OF THE NORTH"
Written and Directed by Lawrence Trimble and Jane Murfin.

Arrange your dates accordingly

ASSOCIATED FIRST NATIONAL PICTURES

TORONTO - MONTREAL - ST. JOHN - WINNIPEG CALGARY - VANCOUVER

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Vol. 14, No. 27
Oct. 28th, 1922.

CANADIAN MOVING PICTURE DIGEST

NO WONDER

FIRST NATIONAL PICTURES

Are in demand by Theatre-goers!

"The Masquerader" "Smilin' Through"
"The Eternal Flame"
"Trouble" "One Clear Call"

A few of the 70 First National Money-Getters

Associated First National Pictures, Toronto Montreal St. John Winnipeg Calgary Vancouver

TORONTO, CANADA
OCTOBER 28th, 1922.

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Sherlock Holmes *in* Motion Pictures

The Industry's leaders say the screen needs new blood!

The public is eager for moderate-priced entertainment, but—to re-kindle public confidence, the type of pictures needs changing.

"The Adventures of Sherlock Holmes" are a new series of short-reel features, to be released shortly by Educational, that meet every requirement for "better pictures."

For tense dramatic interest, suspense, vigor of story, continuity, and excellence of photography they have never been excelled, and have seldom been equalled.

SHERLOCK HOLMES is a name to conjure with at your box-office. Conan Doyle's GREATEST OF FICTION CHARACTERS is not only pre-eminent as *the* Detective of English Fiction, but is also the best known and most enjoyed of all fiction personages.

"The Adventures of Sherlock Holmes" mark a new step in the progress of the motion picture art, and it is perfectly natural that Educational should sponsor these features—in Short Subjects.

To help you sell these two-reel features, Educational is preparing many unique exploitation stunts, as one of which we will tell TWELVE MILLIONS OF PEOPLE all about them through advertisements in

THE SATURDAY EVENING POST

Note: Watch Subsequent Advertisements Telling You How To Merchandise These Pictures Through Your Box-Office.

Contract for the Entire Series Now!

Educational Pictures

THE SPICE OF THE PROGRAM

Contract for the Entire Series Now!

CANADIAN EDUCATIONAL FILMS LIMITED

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

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Eill Norwood in one of his many characterizations in Educational's "Sherlock Holmes" Two-Reel Features

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IMPORTANT ANNOUNCEMENT

NOW READY—THE THIRD EDITION OF

MOTION PICTURE PROJECTION

BY JAMES R. CAMERON

WITH AN INTRODUCTION BY S. L. ROTHAPFEL

ELEVEN HUNDRED PAGES

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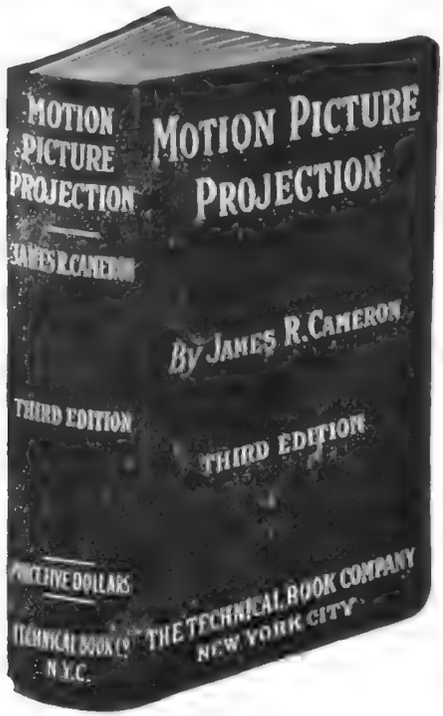

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Motion Picture News—In a class by itself.
Exhibitors Trade Review—The best book ever written on Projection.
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CAPITOL THEATRE, LIMITED, HEAD OFFICE FREDERICTON, N.B., INCORPORATED WITH CAPITAL $35,000

It has been announced that a new Company has been incorporated under the name of the Capitol Theatre, Limited. Its head office is in Fredericton, N.B. The capital stock is $35,000. Those interested in the incorporation are: John A. Reid, of Fredericton, Harvey Welton, Canning, N.S., Roland W. Baird, Stanley, N.B., Fred G. Spencer, St. John. The Company has taken over the Capitol Theatre which is to be operated by F. G. Spencer, Ltd., and will open shortly. It is authorized to erect or maintain buildings for motion pictures or other entertainment in Fredericton or elsewhere in New Brunswick.

National Board of Review Approve Educational's Series "The Adventures of Sherlock Holmes"

Educational's series of two-reel pictures on the Adventures of Sherlock Holmes, are listed among the hundred films approved by the National Board of Review, and listed by the Board in connection with the Motion Picture Book Week Campaign which it has begun.

"And Women Must Weep," the first release in the current series of Wilderness Tales by Robert C. Bruce, is also included in this list.

The National Board of Review has launched this campaign through its National Committee for Better Films in connection with the Fourth Annual Children's Book Week to be observed nationally from November 12 to November 18. Only approved films, based upon literature suitable for children and youths, are included in the list.

The Adventures of Sherlock Holmes are made from the original stories by Sir Arthur Conan Doyle, and Mr. Bruce's picture is based upon the Charles Kingsley poem, "The Three Fishers."

Mgr. P. G. Leger Opens Opera House Bathurst, N.B., New Theatre Recently Completed

The Opera House at Bathurst, N.B., which was destroyed by fire last year has been rebuilt and opened recently under the management of the owner, P. G. Leger. The theatre is enlarged and improved, and we extend to Mr. Leger our best wishes for the success of his house.

Projectionist at Liberty — First-class papers. Capable manager; best of references, projection guaranteed; married. Apply H. E. Drew, Duchess Theatre, North Battleford, Sask.

Mgr. A. Donaghy of Monument Nationale Secures Francais, Ottawa

Mr. A. Donaghy, some years ago manager of the Monument Nationale Theatre, Ottawa, Ontario, has secured a long term lease on the Francais Theatre, Ottawa, and took over the personal management of the Francais Theatre on October 9, succeeding Val Bureau as manager of the house. For the past four years, Mr. Donaghy has been an exhibitor and exchange manager in and around St. John, N.B.

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"CANADA'S FIRSTBORN"

The CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription $2.00
United States $3.00
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CANADIAN PRODUCTS
CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
TRADE WEEKLY MAGAZINE

The CANADIAN MOVING PICTURE DIGEST

Published Weekly by

The Dominion Embossing and Printing Company
27 JARVIS STREET,
TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 27 | TORONTO, CANADA | OCTOBER 28th, 1922

"Bonus Space"

WE are happy to note that Producers and Exchanges are beginning to realize that the publicity of the past, which has been sent on to Trade papers is becoming extinct, like all other things which have outlived their usefulness, through the production of something better. The something better is an idea which has a merchandising value.

We often wonder if Producers and Exchanges realize that the "Bonus Space" they receive in publications is only free in as far as it concerns them; and that this space costs the publication which gives it "real money?" Perhaps if producers and exchanges would get the "money value" of this "Bonus space" fixed in their mind they would, in utilizing it, get results.

To cover space in a paper with stories which will not sell your product to the public or the exhibitor is a waste of this space; and since this space is given as a bonus for advertising space which producers and exchanges are paying for, why not make the "Bonus Space" like "Bonus Stock," pay you a dividend?

It is a pity that the human species only values that which they dearly pay for. "Bonuses" are filed away with "accidental profits." It is not how much space you can get given to you which counts, but what has been said in that space to increase profits.

The Spartans when reproached upon the shortness of their sword, replied: "It is long enough to reach the heart." The children were therefore taught to frame their sentences accordingly. An inch of space which will sell is worth a page of space which wanders all over the page and never hits the mark.

Every publication is the recipient of "news items," which only the writer of them considers news. Trade papers are mediums of merchandising. Every inch of space in a Trade paper, which is not utilized for general news, should contain saleable talks on the products advertised.

The fact that Mr. President likes golfing, or took a pleasure trip to Italy should not fill the "Bonus Space" allotted to advertisers, who expect through this medium to secure business. Use this space to say what you would like to say in your advertisement if you had the space.

Producers in advertising their product for Exchanges or Exhibitors should centralize upon the box-office qualities of the production; and Exchanges in selling to exhibitors should centralize upon ideas of exploitation which the exhibitor can use in selling his picture to his public. The exhibitor can adopt a less commercial style in selling to his public, using artistic and appealing advertisements to attract attention.

It will be a blessing to the entire trade when all adjectives are used up; and we have to get down to as simple an expression as "a real good picture." Every picture is heralded as great, greater, greatest; and some which have used the most, superlative adjectives should have been called, bad, worse, worst, by the public.

Unexpected pleasures are always most keenly enjoyed. Let your public utilize their imagination. Don't think it all out for them and don't promise them so much that a little less causes them to criticize you disfavorably.

The labelling of productions with million dollar figures is the most serious drawback productions can have with their public. A million dollars may look like a "bent nickel" to the Trade, but to the public it looks just as big as it ever did; and the general public have not yet learned to even think in these figures. When you tell them that the picture they are about to see costs all of that money, they imagine that they are going to see the wealth and glory of Europe and America combined; and seeing only a very small percentage of American wealth represented, they feel that they have not received their "money's worth" and start criticizing.

Eliminate this possibility of disappointment and criticism by assuming a more modest attitude in presenting your product.

The idea of selling to the public direct through National Advertising is a good idea if it, like all other good ideas, does not become an obsession. The idea of selling to the exhibitor through an idea which he can sell to the public is equally as good, and not nearly as costly. Use your trade publications for this purpose. Fill every inch of space with ideas which will sell your product to the exhibitor; and which in turn can be used by the exhibitor in trading with the public.

Every merchant is interested in what the other merchant is doing with the same kind of merchandise as he has. What success he is achieving with this merchandise under conditions which are similar to his. An exhibitor is interested in finding out what another exhibitor in the same city or country did with the picture he is about to play.

What an exhibitor did with the picture in a foreign country is of much less value, because the environment, location and circumstances are entirely foreign. Advertisers should use their "Bonus Space" so that it will have a local appeal, in this way they will be taking the fullest advantage of the merchandising quality this space affords.—Ray Lewis.

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HODKINSON PICTURES

The W. W. Hodkinson Corporation takes pleasure in announcing that on and after November 1st, our own selling staff will operate throughout the Dominion of Canada, in the interests of Hodkinson products. This expansive policy has been inaugurated owing to the growth of our Canadian business; and the additional volume of production which is to be released under our banner this season.

We have endeavoured to appoint men on our sales force who are possessed of the potentialities of business methods, rather than mere order takers or film travellers. Men who have the ability to present bona-fide money making propositions to exhibitors and to negotiate on a clean cut and legitimate basis.

Coupled with the announcement of the change in our method of distribution, we are calling exhibitors' attention to the feature and short subjects listed on the opposite page. In presenting this product, we have sought to give expression to the sense of responsibility which we have always felt towards the exhibitor, a responsibility that begins with good product and ends only when the full service implied by a Hodkinson contract has been faithfully and expeditiously fulfilled.

That the Hodkinson policy has met with the full recognition of the exhibitors of Canada is best evidenced by the increased number of contracts secured during the past season; and the favourable comments from exhibitors on the quality of pictures furnished and their box office possibilities. Such service is only possible through the selective material which we employ in the securing of product from independent producers.

Our intention is to place a representative in each branch office of the Famous Players Film Service, Ltd., who will devote his entire time to the sales and service on Hodkinson features and short subjects; thereby establishing neutral agencies between the exhibitor and the producer, which is the fundamental principle on which the W. W. Hodkinson Corporation is founded. Additional representatives will be appointed to assure exhibitors 100% service and co-operation.

Cordially yours,

W. W. HODKINSON CORPORATION.

W. W. HODKINSON, President.

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HODKINSON PICTURES

HODKINSON Features

The Headless Horseman
Hearts Haven
Gray Dawn
Jane Eyre
Mind Over Motor
Affinities
No Trespassing
Cameron of the Royal Mounted
Slim Shoulders
Free Air
The Mysterious Rider
Other Women's Clothes
Married People
The Veiled Woman
The Man of the Forest

Fun From the Press

Consists of the wit and humor of the world as compiled by one of America's leading weeklies, Literary Digest, and the only reel sponsored by them. One reel a week.

HODKINSON Short Subjects

Triart Productions
Two-Reel Features
Based on world famous paintings and immortalized poems.

The Beggar Maid
The Bashful Suitor
The Young Painter
Hope *and others*

Technical Romances

The foremost novelty to make its appearance in several seasons. All of one-reel length.

Bray Comedies

New adaptation of the animated cartoon idea.

Days Afield with Rod and Gun

Six one-reel specialties, prepared under the supervision of Eltinge Warner, publisher of "Field and Stream"

Series of short-length comedies

W. W. HODKINSON CORPORATION

Physical Distribution Through

Famous Players Film Service Limited

Toronto Montreal St. John Winnipeg Calgary Vancouver

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"My Town's Too Small For Big Pictures"

That is what some exhibitors say—and wonder WHY business doesn't come back.

No matter how small your town may be, you CAN and MUST show your patrons the finest pictures you can get for them.

United Artists Corporation makes it possible for you to get the *strongest* and *best* box-office attractions with the screen's greatest artists, at PRICES WELL WITHIN YOUR REACH. For instance, take

DOUGLAS FAIRBANKS

In his newest comedy drama, filled with such rip-snorting action that every red-blooded man, woman and child among your patrons will experience thrill after thrill running up and down their backs.

You will put the PUNCH back in your business again with such pictures as—

"The Three Musketeers"
"The Nut"
"The Mollycoddle"
"When the Clouds Roll By"
"His Majesty, The American"

Until you've shown these and the many other splendid United Artists Productions you are MISSING YOUR CHANCE TO GET 100 PER CENT. RETURN ON YOUR THEATRE INVESTMENT.

UNITED ARTISTS CORPORATION

MARY PICKFORD **DOUGLAS FAIRBANKS**
CHARLIE CHAPLIN **D. W. GRIFFITH**
Hiram Abrams, President

I. SOURKES, Sales Manager
12 MAYOR STREET **TELEPHONE PLATEAU 2877**
MONTREAL, CANADA

also

B. F. LYON, Sales Manager
6 DUNDAS STREET **TELEPHONE ADELAIDE 2221**
TORONTO, CANADA

also

R. C. WILSON, Sales Manager
219a PHŒNIX BLOCK **TELEPHONE MAIN 8593**
Winnipeg, Canada

C. E. Blackett Organizes Orchestra Starland, Winn.

C. E. Blackett, who was leader of the Garrick Theatre orchestra, Winnipeg, has organized an orchestra for Starland, Winnipeg. So far the Garrick has been content with continuing the piano alone for music, and Manager Wilson reports that crowds were attending the theatre nightly and regular patrons did not stay away because of the absence of a large house orchestra. But Mr. Wilson decided to put in a new orchestra in October, and raised the price of admission to 30 cents all day Saturday;

U. S. Exhibitor Gives Personal Indorsement to His Patrons on "A Tailor-made Man."

"'A Tailor Made Man' is my idea of real entertainment. The Blue Mouse has never played a finer picture."

This personal indorsement of Chas. Ray's new photoplay, a United Artists release, above his own signature, was one of the methods adopted by John Hamrick, of the Blue Mouse Theatre, Seattle, Wash., when he played this picture. In the lobby of the theatre Mr. Hamrick put up a big compo board display, at the top of which his personal pledge to his public stood out in bold relief. Grouped around a big central announcement of star and feature were many of the lobby display cards showing principal scenes in the picture. Mr. Hamrick also used the personal indorsement idea in all of his newspaper advertising.

Wives of Montreal Managers Have Tete-a-Tete with Mary

Mrs. S. H. Decker and Mrs. George Rotsky were the two ladies who met the Fairbanks at the station in Montreal recently and presented Mary Pickford with a superb bouquet of American Beauties. They had also a long heart-to-heart talk with Mary which they will remember for some time.

Exchanges Add New Men—Exchanging With Each Other

Mr. J. E. Southgate, formerly connected with Canadian Releasing Corporation and Select Pictures, Limited, has joined the staff of Vitagraph, Montreal, as travelling salesmen in place of Mr. E. James who has gone to Associated First National Pictures. Mr. Southgate is covering the whole province and as much of Eastern Canada as is included as far west as Pembroke and Gananoque.

Mr. Hallot, formerly with Educational, will manage the Toronto office of the Canadian Releasing Corporation.

Mr. Billy Allen will have the Montreal Educational Exchange under his management. Mr. Phil Hazza will represent Famous Players Film service, Montreal.

Mgr. A. C. Smith, Rotarian, Supplies Comedy Film to Visiting Rotarians.

It takes the moving picture industry to boost things along as was noted recently at an entertainment for visitors from Moncton and Fredericton. Rotarian Smith, otherwise A. C. Smith, manager of the Empress Theatre West St. John, N.B., supplied a comedy film for the visiting rotarians.

Don't Forget the Coleman Electric Company for General Theatre Supplies.

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W. W. HODKINSON CORP. INTRODUCE THEIR OWN CANADIAN SALES FORCE

THE W. W. HODKINSON Corporation have a special announcement on one of the pages of the Digest calling the attention of exhibitors to the expansive plans recently introduced by this organization. Although the Famous Players Film service will continue to do the physical distribution on Hodkinson Pictures, the Hodkinson Corporation will, beginning on Nov. 1st, have their own salesmen cover the different provinces in the Dominion. This will ensure for exhibitors booking Hodkinson Pictures the fullest service and co-operation from this organization. Mr. Plowright, Hodkinson special representative for Canada, has in the selection of his salesmen engaged men who are specially adapted and experienced for this work; and who have been instructed to assist the exhibitors in exploitation ideas and publicity.

Among the coming Hodkinson attractions we find, Irene Castle in "Slim Shoulders," from the story by Charles K. Harris, directed by Alan Crosland. Of this picture the exhibitors Trade Review said: "One of the nearest approaches to thorough satisfaction an exhibitor in any locality might be able to get hold of."

The "Morning Telegraph," a very important New York newspaper commented on "Slim Shoulders" as follows: "The kind of a picture which the public will enjoy thoroughly." The "Film Daily" said, "Good to look at from start to finish. One that you can rely on to please."

"Heart's Haven," a Benjamin B. Hampton production from the great novel by Clara Louise Burnham, with Robert McKim, Claire Adams, and Carl Gantvoort in the cast is another big picture promised. Screen opinions placed "Heart's Haven" in Class A (very good). "A picture that holds inspiration. Wholesome and entertaining." Motion Picture News Review said: "Exudes a wholesomeness sure to be appreciated," and the Film Daily reviewed the picture as follows: "Will interest many. A very interesting feature. Should prove a sure-fire success."

Affinities is another big one, featuring Colleen Moore and John Bowers. It is a Ward Lascelle production and the adaptation was made from the popular story by Mary Roberts Rinehart.

The *Headless Horseman* features Will Rogers. The story is adapted from Washington Irvin's great classic legend, "Sleepy Hollow." *Mind Over Motor* features that well-known comedienne, Trixie Friganza. The story is by Mary Roberts Rinehart, and the production a Ward Lascelle.

The Veiled Woman is from the famous story, "A Spinner in the Sun" by Myrtle Reed, and features Marguerite Snow. The direction by Lloyd Ingraham. Hugo Ballin's *Married People*, featuring Mabel Ballin and Percy Marmont is another of the Hodkinson releases which has received the unanimous approval of the press critics. The short subjects include those gems of the *Triart Productions*. "The Beggar Maid," "The Bashful Suitor," "The Young Painter," "Hope," featuring Mary Astor. The first release, "The Beggar Maid," was reviewed in the Digest issue of May 27th. It is worthy to be featured on any programme in any theatre.

Technical Romances are one-length novelty romances.

Bray Comedies are new adaptations of animated cartoons.

Fun From the Press, is the one reel release of humorous clippings compiled by the Literary Digest and has this widely-read publication back of it for bookings. *Fun From the Press* appears to have caught on with all wide-awake exhibitors. A valuable asset to any bill.

Days Afield With Rod and Gun, six one-reel specialties prepared under the supervision of Eltinge Warner, the publisher of the well-known Sportsman's magazine "Field and Stream."

In addition to these releases there will be a series of short-length comedies among the Hodkinson offerings.

New Film Exchange Building To be Occupied by Exchanges

The new Film Exchange in Winnipeg will be occupied by all the exchanges in Winnipeg except the Vitagraph which has a lease to fill out. The Goldwyn, First National-Associated Producers, the Canadian Educational and the Famous Players, who have all been in one office, will each have a separate exchange in the new building, to be occupied by November 1, at rentals two and three times what the exchanges are now paying.

"Blood and Sand" Handicap Manager Independent Amusement Theatres of Montreal

The Independent Amusement Theatres have hit upon a new stunt. The matter is still under discussion, but we understand that each manager of the six theatres in the company's chain is to participate in a "Blood and Sand Handicap." The picture of this name is to be shown simultaneously third run at each of the theatres and the manager showing the best receipts will be declared the winner and will be given a monetary prize.

Canadian Exhibitors' Exchange Releasing Series of Comedies

The Canadian Exhibitors' Exchange are now releasing a series of comedies, the titles of which are as follows: "His Hansom Butler," "Designing Husband," "Should Brides Marry," "Cleo's Easy Mark," "Home Blues," "Stay Down East," "All at Sea," "Tomale O," "Sweet Cookie," "Koo Koo Kids," "What Next," "Whose Husbands Are You," "Rented Troubles," "But a Butler," "Idle Workers," "Fresh Paint," "Hands Up," "All Wrong," "Give Him Air," "No Luck," "One Stormy Orphan," "Salt Air," "The Fast Mail Man," "Bumping into Hollywood." The titles appear to be travesties on other picture titles of longer features which are being released, and start these comedies off with a laugh right at the beginning.

Kenneth M. Leach Spent a Week in Winnipeg—"Main Direct" Cleans Up.

Kenneth M. Leach, of Calgary, a prominent exhibitor, has spent a week in Winnipeg, returning from a trip across the United States with his noted pacer, "Main Direct," which made a clean up this year. Mr. Leach will devote his attention this fall to the Regent, Calgary, where he has a big line up for pictures booked, including many United Artists features.

W. P. Nichols Floats Another Big Company—Announcement Soon to be Made.

W. P. Nichols, owner for many years of a chain of houses in British Columbia, has floated another big company and an important announcement will be made soon from Winnipeg.

E. H. Teel Visits Montreal Canadian Releasing Exchange

E. H. Teel, St. John manager for Canadian Releasing Corporation, was in Montreal recently taking in the fall program of his exchange. This includes some specials of the calibre of "I Am the Law," "His Wife's Husband," "Destiny's Hour," and "The Cradle Buster."

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NOW PLAYING **STRAND** THEATRE TORONTO **"More to be Pit**

"THE WHIP"
LAST CHANCE

RODOLPH VALENTINO *in*
"FRIVOLOUS WIVES"

4 JAMES OLIVER CURWOOD **4**
"GOD'S COUNTRY AND LAW"
"THE GIRL FROM PORCUPINE"
"BROKEN SILENCE"
"JACQUELINE"

4 PETER B. KYNE STORIES **4**
"BACK TO YELLOW JACKET"
"A MOTION TO ADJOURN"
"ONE EIGHTH APACHE"
No. 4 to be announced

WESLEY BARRY
in
"School Days"

20--*twenty*--20
TWO REEL
JUNGLE DRAMAS

THE CLEAN-U
THE
NIGHT LIFE
A Real Picture

CHAS.
KINETO REVIEWS

Stephenson A
ANNO
THE BIGGEST and
ATTRACTIONS

THE BI
A 15 Epi

COMIN
THE STREETS
A Burton K
Do You Reme

Entire Week **Nov. 13 Allen** Downtown Toronto **"Where is My W**

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d than Scorned"

TORONTO'S BIGGEST HIT WEEK OF OCTOBER 30th

PICTURE OF
EAR
HOLLYWOOD
h a Real Title

BAN'S
. MOVIE CHATS

tractions Ltd.
NCING
IEST BOX-OFFICE
VER OFFERED

IE FOX
le Serial

SOON
OF NEW YORK
Production
ber the Play?

PEGGY O'DAY
IN
"THEY'RE OFF"

"OUT OF THE DUST"
Played in 56 Theatres in the City of Toronto

ALREADY PURCHASED
And on the Way

"A MADONNA IN CHAINS" *With Mrs. Rodolph Valentino*
"LIFE OF AN ACTRESS"
"THE FIRE PATROL"
"SUNSHINE OF PARADISE ALLEY"
"DRIVEN FROM HOME"
"LOST IN NEW YORK" "EASY MONEY"
"HER FATAL NIGHT"
"IT'S NEVER TOO LATE TO MEND"
"THE SOUL KISS" "TEMPTATION"
"ONLY A SHOP GIRL"
"THE LURE OF BROADWAY"
"FORGIVE AND FORGET"

"Thundering Hoofs"
A THRILLING RACE DRAMA

"SHADOWS OF CONSCIENCE"

ndering Boy Tonight?"

Watch the Business at the Allen Week of Nov. 13. IT WILL PAY YOU!

WINNIPEG CALGARY VANCOUVER

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DIGEST CORRESPONDENT CANVASSES EXCHANGES EXHIBITORS, MONTREAL. FINDS BUSINESS GOOD

A canvass of Exchange and Theatrical men in this city by the Digest correspondent elicits the fact that business has opened very promisingly for the fall season and that there is every prospect of business being as good as it has been for some years past and in some ways even better. Thus, the results of educating patrons up to the better class of pictures has borne good fruit at the big west end houses where the theatres are packed to the doors when a first-class film offering is screened. The price may seem at first sight pretty stiff, but the final score at the box office is the ultimate determinant of whether a picture is cheap or dear. This was the verdict of Alphonse (Jim) Gorman, manager here of Associated First National, who jammed the Allen with his picture, "The Eternal Flame," featuring Norma Talmadge. Some others that are coming shortly and for which there is keen competition among the West End Houses include "Kindred of the Dust," "The Light and the Dark," "The Bond Boy, "East is West," and "Lorna Doone," while there are others which will be found to be quite in the category of these big scorers.

Fox Film Corporation Exchange offices here also partake of the general optimism. Their big shows are on the way and "When Winter Comes," the big special of the latest best seller will probably not be released before the New Year. There is, however, another great offering that will have theatre managers talking for a time and that is "The Shepherd King," a Holy Land picture that will have a specially opportune appeal around Christmas time. Yet another booster is Frank Myers, manager of Vitagraph. He is not the man to unduly exalt present conditions when they are poor. Rather, he will refuse to discuss them. But just now Frank says that there is every prospect of good times right now and better ones in the near future. Back from a tour of the province he points out that practically everywhere exhibitors are getting ready for the big business revival that has been talked of for the past year and which, he claims, is now well in sight.

Sherbrooke, Que., Gets Ready For Business Revival

There is a shake-up in theatrical circles in this city in readiness for the business revival. The Premier, Sherbrooke, has been purchased by R. L. Vallee, who now has both this theatre and the Casino there. Albert St. Germain is taking over His Majesty's and the able manager of the Montreal Electra says he will make things hum in the capital of the Eastern Townships. Altogether there is every evidence of a big move in Sherbrooke after a period of some dullness.

Mgr. H. Brouse, Imperial, Is Not Worried About Coal, Other Theatres No Coal.

Harry Brouse, owner of the Imperial Theatre, Ottawa, is not worrying about the coal situation because he took time by the forelock early last spring, securing immediate delivery of a winter's supply of coal at that time, with the result that the bunkers of the theatre are filled—and at a fair price. Other theatres in Ottawa are not so well fixed, however, several of them having little or no coal. The Regent Theatre, Ottawa, hasn't a lump in the bucket, but a special supply is expected.

Here's a Popular Censor Howard Douglas By Name.

Howard Douglas, chief censor for Alberta, a native of Hamilton, Ont., has been fraternizing with the exhibitors and exchange men in Winnipeg, returning from a trip to Montreal. Mr. Douglas enjoys the good will of all the exhibitors and exchange men in Alberta for his broad-minded view of pictures.

Mgr. J. C. Kennedy, Allen's Regent, Ottawa, Introduces "Music Nights."

Major J. C. Kennedy, of Allen's Regent Theatre, Ottawa, Ontario, started a series of "National Music Nights" at the Regent on Friday evening, October 20, with the presentation of a Scottish concert in addition to the regular film programme, the feature of which was "The Face in the Fog." The musical numbers included an overture, "The Thistle," and "McGregor Patrol," by the Regent Orchestra, Scottish songs by Miss Peggy McLean, and a violin solo, "Comin' Through the Rye," by Rudolph Pelisek, conductor of the Regent orchestra. The national concerts are to be held every Friday evening, "English Night" being the second of the weekly series. Symphony concerts are also being held every Monday evening as a special musical attraction with augmented orchestra.

Katheryn Gallivan Who Sang for Presentation of "Four Horsemen," Sings with Metropolitan Opera.

Miss Katheryn Gallivan of St. John, who made a wonderful success singing for the presentation of "The Four Horsemen" at St. John, N.B., at the Casino, Halifax, and at St. John's, Newfoundland, made her appearance recently with the Metropolitan Opera Company at Boston, singing "Inez" in "Il Travatore."

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The above machines with or without motor-drive attachments

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SIMPLEX DISTRIBUTORS

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NORTH EASTERN EQUIPMENT COMPANY FINDS ADVERTISING IN THE DIGEST BRINGS IMMEDIATE BUSINESS

Canadian Moving Picture Digest,
27 Jarvis Street,
Toronto, Ont.

Gentlemen:—

Enclosed herewith please find invoice and check to cover same. Kindly receipt and return to us.

The ad. printed very good and perhaps it would interest you to know that I have received quite a number of replies in this short space of time.

I am now preparing another which will be forwarded to you in due time.

Wishing you continued success and looking forward to seeing your local representative, I remain,

Yours very truly,
North Eastern Theatre Equipment Co.
(Sgd.) C. M. Crawford, Manager.

Big Bargains in Theatre Equipment

FOR SALE—A number of Motor Generators, Transverters, Rheostaats Lamp Houses, Carbon Arc Lamps, etc. Some practically new. To be sold from 25% to 50% under the present value.

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G. E. MAZDA PROJECTION UNIT

NORTH EASTERN THEATRE EQUIPMENT CO.
12 Mayor Street, Montreal, P.Q.
C. M. Crawford, Gen. Manager
Largest and foremost distributors of G. E. Mazda Projection Units in Canada
Bring your projection troubles to me.

"Billy" Gould, Well-Known In Film Circles, With Hodkinson Pictures

Mr. Plowright, General Manager of Hodkinson Pictures, Canada, has engaged "Billy" Gould as sales representative. Mr. Gould is very well known to the trade in Canada and should prove a valuable addition to Hodkinson Sales Force. Mr. Gould will cover Canada, leaving from Toronto for Vancouver with the usual stops enroute.

Vitagraph to Produce Twelve Big Specials.

Of interest is the announcement of Vitagraph's twelve special productions, made this week.

Albert E. Smith, president of the company, obtained the rights to novels and plays from twelve of the world's most famous authors and playwrights—each one a masterpiece from the pen of a master.

It is the intention of Vitagraph to make the series the most ambitiously bold stroke for better art in the history of motion pictures. Each one of the twelve big specials will receive the greatest care in casting and production that high-grade talent in every branch can give it.

Projection Machine Operators Celebrate 25th Anniversary. Local 95 of I.A.T.S.E.

Local 95 of the I.A.T.S.E. and Projection Machine Operators at Ottawa, Ontario, celebrated the 25th anniversary of its establishment by a banquet in the Canadian Capital on October 4th, when the guests and speakers included Mr. Charles C. Shay, International president of the association, Mayor F. H. Plant of Ottawa, Controller John Cameron, representing the Allied Trades and Labor Association of Ottawa, William McKinnon, editor of the I.A.T.S.E. Journal and various local exhibitors, including Capt. Frank Goodale of Loew's Theatre, John T. Moxley, Jack Slanes, Edward Charleston and others. Jack Delaney, president of the Musicians' Protective Union was also present.

International President Shay spoke of the value of united action, and pointed out that strikes of theatre employees were threatened in no less than seventy-nine cities in the United States and Canada this season but, through preventive measures and successful negotiations, all but three of the strikes had been averted.

Manager Moxley of the Russell Theatre intimated that this would be the last season during which that house would present dramatic shows and that probably moving picture and vaudeville would be staged in the future. Mr. Moxley declared that those present would agree undoubtedly that the "Russell Theatre was one of the finest lemons on God's green earth."

The committee in charge of the banquet included R. R. Marcil, William Clarke, Thomas Pegg, A. L. Goold and Hector Ladouceur. Norton Payne, organist of the Centre Theatre, presided at the piano.

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MGR. BROWN, FAIRYLAND, MONTREAL, BROADCASTS FAIRBANKS-PICKFORD

THE way in which exhibitors in Montreal are taking advantage of the latest scientific devices and discoveries is well shown by the clever way in which Manager Brown of the Fairyland Theatre in the southern part of the town has been adapting radio to the purposes of his theatre. In the case of the recent visit of Douglas Fairbanks and Mary Pickford to Montreal, while it was impossible in the short space at their disposal to have them appear personally at any of the theatres, yet the next best thing was done by having them broadcast a message to the half million movie patrons of Montreal who had the pleasure of listening to the voices of their favorites. Fairbanks' message was spoken too close to the machine and was almost indistinguishable, but that of Mary Pickford was as clear as a bell and was heard distinctly all over the houses where radioed. Mr. Brown of Fairyland, is himself an ardent radio fan and prefixed the message by an announcement of his own which was heard even more plainly than if he had been present on the stage. He told patrons that radio concerts would be given on certain days and left them to infer by the clearness of his own message how clear would be the concert when given by radio. Thus he succeeded in enlisting the interest of his patrons from the start. Similarly, by keeping in radio touch with newspapers here he was able to announce to fans the result of the last game of the world's series and the success of the Giants some twelve hours before it could be read in Monday's papers. Items of news occurring long after the afternoon papers have gone to press are similarly announced in the Fairyland Theatre.

J. D. WILLIAMS RESIGNS AS MANAGER RICHARD A. ROWLAND APPOINTED ASSOC. FIRST NATIONAL TO PRODUCE

J. W. Williams has found it advisable, in view of his plans for the future, to resign as manager of Associated First National Pictures Inc., and the Directors of First National have regretfully accepted his resignation. Mr. Williams' association with First National, as manager from the time of its organization, and his prominence in the starting of this company, as well as in the motion picture industry generally, are so well known that little need or can be said.

Mr. Williams leaves the office of manager of First National with the best wishes and kind regards of all of his former associates. It is probable that Mr. Williams will take a considerable vacation before announcing his further plans. Richard A. Rowland, who has been associated with H. O. Schwalbe and Mr. Williams for the last six months in directing the affairs of First National, has been appointed by the Board of Directors, General Manager of First National.

The executive committee of the Associated First National have some very extensive and expansive plans in view, these to be taken up by the committee which will journey to Hollywood by the first of the coming year. It is said that these plans involve the production of pictures which the Associated First National will produce on their own. Exhibitors holding Franchise will be given the costs of production and distribution and rentals based upon these costs. No facts in regard to plans or productions will, it is said, be reserved from exhibitors. Improvements if possible on sub-Franchise plans will be considered; and there is a rumor to the effect that Associated First National may move with the view of having a home of their own. In the meantime their excellent pictures, which are at present being released so successfully, is about the main point which is of interest to general exhibitors.

Los Angeles Times:

"THEME has not often, if ever, been turned into a production more powerful or artistic. A concentration of purpose and unity of effect all too rare in cinema drama. A sensitiveness amounting, at times, almost to genius. Touches like tying balloon and moment where mother and child meet on opposite sides of locked door are unforgettable."

Los Angeles Express:

"Claire Windsor plays with a sincerity, an understanding and finish that seem quite inspired. A gripping and effective drama. Director touches lightly upon comedy relief and achieves a vividness that stamps the production as a fine piece of cinematic work." Reviews "Rich Men's Wives" released through Famous Players Film Service.

The Edison Mazda Lamp in Motion Picture Projection.

Several years research and developmental work in the great research laboratories of the General Electric Company, supplemented by practical operating tests in hundreds of theatres, have at last produced a successful Edison Mazda Motion Picture Lamp.

For the Manager

Use of this lamp in the motion picture theatre, means better projection at lower cost, resulting in higher profits for the Manager.

For the Projectionist

The Edison Mazda Motion Picture Lamp is noiseless, emitting no fumes, gives off less heat, and is easier to operate than the arc, resulting in more healthful and comfortable operating conditions for the projectionist.

For the Theatre Patrons

Pictures projected by Edison Mazda Lamps are steady, and of a color value to which the eye is most accustomed and are, therefore, neither tiring nor trying for the audience. No flicker, and no eye strain.

Bud Lennon Takes Over Scott's Opera House, Galt.

Bud Lennon has added another theatre to his recent theatre acquisitions, by taking over in conjunction with Sam Gurofsky, Scott's Opera House, Galt, Ont.

Between buying theatres and booking Stephenson Attractions, Bud is particularly busy; and yet not growing thin on the "busy diet."

Canadian Theatre Supply Equip Kenwood, Toronto

The Kenwood Theatre, the new Theatre recently built at Bloor and Dovercourt, Toronto, was opened Thursday, October 26th. Owner, Mr. Thomas Pringle.

Complete Projection Equipment installed by the Canadian Theatre Supply Company, composed of two type "S" Simplex Projectors, one General Electric Motor Generator Compensare, and all incidental supply such as National Carbons, Film Cement, Carbon Adapters, etc.

The special preparation of screen coating used in place of a gold fibre screen in this theatre proved a big success and had every appearance of the more expensive gold fibre screens.

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LOEW'S THEATRE TO PLAY ASSOC. FIRST NATIONAL "SONG OF LIFE"

"The Song of Life," a special John M. Stahl production with an all-star cast, will be the First National attraction at Loew's Theatre, week of Nov. 6th.

The production is heralded as the most dramatic and human contribution which Director Stahl has yet given the screen. It is a stirring story of romance and adventure with a powerful mother-love theme in the background.

The principal players are Gaston Glass, Georgia Woodthorpe, Grace Darmond and four-year-old Richard Headrick, who has endeared himself to the hearts of picture-goers the world over for his inimitable work on the screen.

Other distinguished members of the cast are Arthur Stuart Hull, Wedgwood Nowell, Edward Peil, Fred Kelsey and Claude Payton.

"The Song of Life" is based on a theme conceived by Director Stahl and developed into scenario form by Bess Meredith, one of screendom's most gifted writers.

Neither time nor expense was spared in the making of "The Song of Life," it is said, and, according to all pre-release accounts is one of the assured box-office attractions of this season.

Manager Bernstein of Loew's, after viewing the picture at a private screening felt assured that this was a picture for his house. Mr. Bernstein, as a general rule, picks "the winners."

MANITOBA EXHIBITORS ASSOCIATION APPROVE "MOTION PICTURE SHOW ME WEEK" WILL HAYS INVITED TO COME

The Manitoba Exhibitors' Association has decided to hold in Winnipeg early in November "Motion Picture Show Me Week" when all the theatres of the city will co-operate to make the week of outstanding interest to the public. An invitation has been sent to Will Hays, head of the industry in the United States, to be present, and Wm. Fox, of New York, head of the Fox Film Corporation, is urging Mr. Hays to attend. An expenditure of $10,000 will be made by the picture houses and an advertising campaign of great magnitude will be carried on. Mr. Grandcourt, of New York, publicity man of the Fox people, who has been in Winnipeg for some weeks, is chairman of the committee, and responsible ninety per cent. for the "Motion Picture Show Me Week" idea.

The time arranged will probably be early in November. Rev. Geo. F. Salton and Mr. Grandcourt stirred the enthusiastic support of all present at the regular weekly luncheon of the Manitoba Exhibitors' Association. "It is to make clear to motion picture devotees that times have changed undisputably insofar as the motion picture industry is concerned; that pictures have improved immeasurably, that they are both bigger and better, and that the moral standard of both pictures and players has taken a very noticeable turn for the best.

"Bill" Jones, who has been identified with the Famous Players Film Service for some time, and been one of the most popular figures in the business of the west, was in attendance for the last time—his oil interests calling him to California. Tributes to his energy, integrity, loyalty, and friendship were most eulogistic.

He was presented with a handsome engraved pipe case, R. Kershaw, president of the association, making the presentation speech. He also was the recipient of a beautiful gold fountain pen as an expression of appreciation by members of the staff of the Famous Players Film Service. Mr. Jones left Winnipeg for the south last Saturday afternoon.

Stoll Films May Open Agency in St. John

Stoll Films, are expected to open an agency in St. John covering the Maritime Provinces. The opening of this branch of the English producing and distributing firm has been rumored for some months.

British distributing firms are said to be bent on campaigning for business in the Maritime Provinces, during the present fall and coming winter. Of the fifteen exchanges catering to the Maritime Provinces, at present located in St. John, but two are British concerns. However, three other British distributors are considering the opening of exchanges in St. John.

Mgr. Bob Stevens, Regent, Sudbury, Has Extensive Campaign "Smilin' Through."

An extensive campaign was introduced by Manager Bob Stevens of the Regent, Sudbury, on "Smilin' Through." A full page tie-up was arranged with the Board of Trade on "Boosting the City" in conjunction with another full page ad. in local paper. All the telephones were utilized for heralding the attraction. Window cards and printed Heralds were used. In addition to the campaign for exploiting "Smilin' Through" which was introduced in Sudbury, the mining country surrounding, including Copper Cliff, Coneston, Creighton Mines were included in an effort to secure and build up business. The method and means employed by Mr. Stevens while being most inexpensive, proved most effective.

"Mind Over Motor" Features Well-Known Comedienne Trixie Friganza

"Mind Over Motor" is one of the famous Mary Roberts Rinehart "Tish" comedies that became tremendously popular through the medium of the Saturday Evening Post. Very few writers of to-day have such an enthusiastic following as Mary Roberts Rinehart.

Her name has become a powerful box-office factor in the moving picture business. Additional advertising value has been added to "Mind Over Motor" through the selection of Trixie Friganza, who plays the lead in this exceptionally amusing photoplay. The American public from Coast to Coast remember Trixie Friganza as one of the greatest comediennes that ever graced the musical comedy stage.

With a good picture and two such business-getting names, exhibitors should feel assured of more than satisfactory returns at the box office. "Mind Over Motor" is a Hodkinson release.

Iroquois Productions Inc. To Produce in Canada

Iroquois Productions Inc. of New York City, is reported as arranging to film a series of fifteen two reelers on the stories of Joe Lavelle, the Guileless Guide, production to start in November. These stories have been published in the Toronto Sunday World, in Canada and in many American papers and the Sportsman's Digest, the monthly published in Cincinnati. The productions will be made in New Brunswick.

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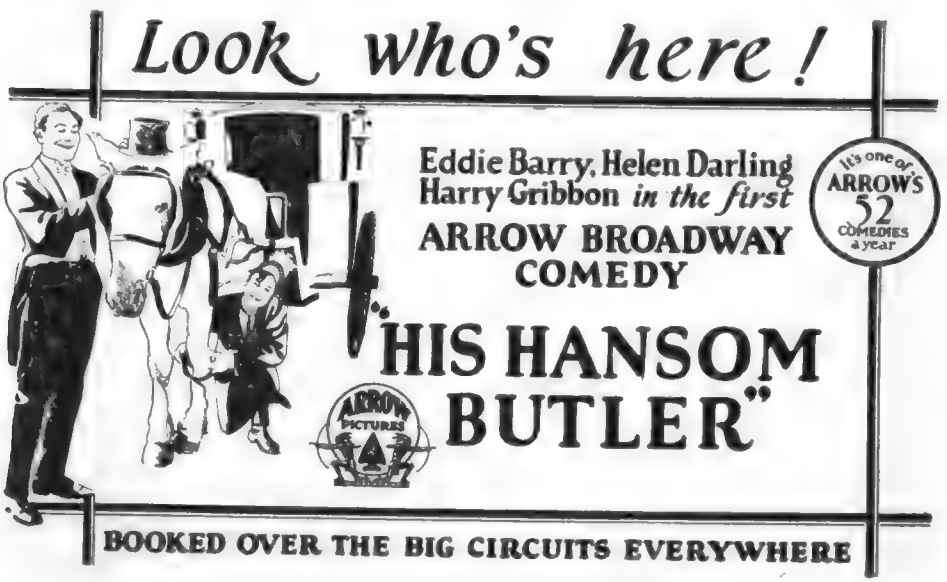
CAMERON ANNOUNCES THIRD EDITION OF MOVING PICTURE PROJECTION

THERE are eleven hundred pages and five hundred illustrations in a Flexo Leather bound third edition of James R. Cameron's text-book on motion picture projection.

This has just come off the press and is recognized as the standard authority on the subject of projection with an introduction by S. L. Rothapel.

"Motion Picture Projection" is written in simple style and deals with motion picture projection from "A" to "Z," and the vast array of information is profusedly illustrated.

The book is used and indorsed by the following organizations: U. S. War Dept., Washington, D.C.; U. S. Army Dept., Washington, D.C.; U. S. Navy Dept., Washington, D.C.; U. S. Dept. of Agriculture, Washington, D.C.; U. S. Treasury Dept., Washington, D.C.; U. S. Public Health Dept., Washington, D.C.; U. S. Dept. of Education, Newark, N. J.; U. S. Dept. of Education, New York; U. S. Dept. of Education, Chicago, Ill.; U. S. Dept. of Education, Detroit, Mich.; Dept. of Education, Boston, Mass.; Dept. of Education, Philadelphia, Pa.; Dept. of Education, Montreal, Canada; Dept. of Education, St. Paul, Minn; State Education Association, Pennsylvania; State College, Iowa; University of Kansas; Dept. of Commercial Economics, Washington, D.C.; Alabama Polytechnic Institute; Rankin School of Mechanician Trades, St. Louis, Mo.; Dakota Agriculture College, North Dakota; Darlington Seminary, Westchester, Pa.; American Library Association; Dept. of Visual Instruction, Detroit, Mich.; National Committee on Conservation, Chicago; U. S. Soldiers Home, Washington, D.C.; Libraries throughout the World; Mound Consolidated Schools, Mound, Minn.; New York State Educational Society; Methodist Episcopalian Convention Committee;; American Institute of Cinematography, Chicago, Ill., etc., etc.


Look who's here!
Eddie Barry, Helen Darling
Harry Gribbon in the first
ARROW BROADWAY COMEDY
It's one of ARROW'S 52 COMEDIES a year
"HIS HANSOM BUTLER"
ARROW PICTURES
BOOKED OVER THE BIG CIRCUITS EVERYWHERE
Released thru Canadian Exhibitors' Exchange

Mgr. Capt. Frank Goodale, Loew's Ottawa, Exploits "Manslaughter" with "Safety First" Cards.

A Safety-First campaign was waged in Ottawa under the direction of Capt. Frank Goodale, manager of Loew's Ottawa Theatre, during the presentation of "Manslaughter" at the Loew house. Newspaper publicity was secured in which references were made to the timely value of the picture while one outdoor stunt during the week was the attaching of Safety First warnings on the steering wheel of every parked automobile in the downtown district. These cards read: "Safety First—Do you realize it may mean a conviction of MANSLAUGHTER if you run down a person through reckless driving? — Drive Carefully." There was no reference to the theatre on these cards but the title of the picture was there.

G. A. Smith, of Toronto, exploitation representative of the Famous-Lasky Film Service, Limited, wrote letters to the Ottawa newspapers asking for editorial references on the campaign against reckless automobile driving. In response to this request, the automobile editor of the Ottawa *Journal* ran an appropriate story on the automobile page of that paper.

Mgr. W. W. O'Fenety Popularizes Gaiety Theatre Frederick with good Pictures

The Gaiety at Fredericton, under the capable management of W. W. O'Fenety, continues to be deservedly popular and showes the very best pictures attracting always good crowds.

Calgary Daily Herald Reviews "Head Over Heels"

AT the Allen Theatre yesterday, Mabel Normand again demonstrated that she has forgotten none of the humorous acrobatic tricks with which she delighted her friends in such pictures as "A Perfect Thirty-six," "The Slim Princess" and others. The photoplay is the Goldwyn production, "Head Over Heels," which had a long run as a musical comedy.

Miss Normand appears as a foreign acrobat who has been engaged for an American tour, but is hopelessly mediocre. Her attempts to prove her ability to her managers give Miss Normand the opportunity to revel in those antics that made her famous. However, when she finds that she is a failure, her romantic temperament gets the best of her, and she turns to pugilistic means to convince her detractors of her worth. Despite her artistic failure, the imported "star" makes a genuine conquest. But to reveal how this came about would be to spoil the enjoyment of those who will laugh at Mabel Normand this week and chuckled over her performance long after she has left the Allen Theatre.—Calgary Daily Herald, Friday, Sept. 22nd.

Famous Players Get Shea's Hippodrome, Toronto Regent For Stock

The Famous Players Corporation have leased Shea's Hippodrome, and in two or three weeks the attractions now playing at the Regent will be transferred to the much larger theatre.

An endeavor is being made to secure the Robins Players to play "stock" at the Regent for the winter.

FOR SALE. — Motion Picture Block, in the thriving City of Peterborough. Theatre seats nearly 600; Gold Fibre Screen, 2 Simplex Machines; 4 flats and store in the front, now brings in a revenue of $200.00 per month. For particulars apply Schneider Bros., 367 George Street, Peterborough.

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Don't Forget The Coleman Electric Company for General Theatre Supplies.

MORE TO BE PITIED HAS NEW YORK PREMIERE BROADWAY

THE New York premiere of "More To Be Pitied" took place recently, with a Broadway run.

This feature, the first of the series of six box office winners was booked for a special run at Moss' Broadway Theatre, the run lasting throughout the week.

The showing of "More to be Pitied" at the Randolph Theatre, Chicago, and the record it made there, where it was the first Independent picture to be booked into that theatre, has attracted considerable attention throughout the territory—with a result that the reports from the Randolph box office, and the reviews the picture received there are opening to "More To Be Pitied" new channels and booking that are usually open to program pictures only.

The booking of "More To Be Pitied" for the Broadway followed a special screening of the feature in the theatre itself—and it was selected as an excellent picture for that house. The Broadway Theatre went in for big exploitation, covering the front of the house with effective displays and other interest-raising exploitation novelties.

It is not unusual for a picture to attract a big crowd for the opening performance, but "More To Be Pitied" did something rather extraordinary during the week, when, on the closing night of its week's run at the Broadway Theatre on Sunday, a line an entire block long waited to get in to witness the evening performance.

Charles McDonald, of the Broadway Theatre, said this was an unusual showing for a feature in that house, and that, what was even more unusual, audiences throughout the entire week had signified their enthusiasm, both at the afternoon and evening performances, by applauding vigorously, something which they seldom did for a picture.

The week's run of this first of the C.B.C. Film Sales Corporation's series of six Box Office Winners, released in Canada by Stephenson Attractions, Limited, was a big success, Mr. McDonald declaring it one of the best all-round audience box-office pictures the house had played in a long time.

"This is a box-office picture," he said, after the final performance on Sunday night. "It is bound to make money for exhibitors everywhere." "More to be Pitied" to play Strand Theatre, Toronto, week of Oct. 30th.

Mgr. Eliot Transferred Griffin House, Owen Sound

Mgr. Eliot, one of the victims of the fire catastrophe in Northern Ontario, having lost his theatre in Haileybury, this town being completely wiped out, has been transferred to Griffin's Opera House, Owen Sound. Mr. Eliot has earned his designation as hero, having performed the humanitarian and heroic act of conducting and taking care of a large number of little children during the progress of the fire. These little children had rushed down to the edge of the Lake, waiting to be rescued. Mgr. Eliot placed them upon a large raft and manoeuvering this raft from sundown until three in the morning managed to land the children safely. With Mr. Eliot as their leader the children followed him, as he cut through the bush, and headed for Cobalt which was about fifteen miles off. Fortunately for this brave little party they were taken up by a rescue party of automobilists. Most of these little children had been separated from their parents; and their parents had no idea of their rescue until they were reunited. Mgr. Eliot in an interview with *The Digest* stated that the following morning he found himself with about thirty cents in his pocket; and was obliged to borrow some clothes in order to come to Toronto. His home and its contents were completely wiped out, the insurance on both not being large enough to cover a portion of the cost. However, Mgr. Eliot cheerily said, that he and his wife were convinced that with the same spirit in which they built their home, they would build another. We extend to Mr. Eliot our sympathy for his financial loss; and our very best wishes for a new era of prosperity for him. We are certain that under his management the Griffin Opera House will thrive.

Novelty Show Produced Imperial, St. John, N.B., To Be Filmed.

A novelty is to be produced at the Imperial Theatre shortly which is to be a local fashion show put on by twelve young ladies in conjunction with leading merchants and the *Daily Journal*. This will be filmed at a public performance at the Imperial on Thursday and Friday evenings, directed by David Hartford.

"Night Life in Hollywood" Heralded as Unique Production

In many ways "Night Life in Hollywood" is a unique production. Perhaps its greatest claim to distinction lies in the fact that as an "audience" picture it has never been equalled. This is said advisably, for not alone will it thrill and delight the regular movie fans but it will assuredly attract to the motion picture theatres of the world an entirely new clientele drawn thither by the curiosity which is in every mind regarding the inner workings of the motion picture industry. Every normal man, woman and child is interested and intrigued by the stage and screen and its folk. A certain glamour surrounds them which lifts them from the plane of every-day hum-drum existence, and places them in a more rarified atmosphere. And because the stage and screen with their players are outside of the usual routine of our lives we feel concerning them a very great curiosity, and we grasp a very great opportunity of learning all that may be learned about these strange places and their alien people.

"Night Life in Hollywood" presents a vivid exposition of the "inner workings" of what is, perhaps, the most discussed community in the world. We follow engrossed the adventures and misadventures of a country boy who, lured on by an overactive imagination, leaves his home in search of the hectic happenings which, according to the press, constitute the ordinary life of the denizens of Hollywood. What befalls this boy makes a fascinating story,—a story which will make its appeal, as has been said, to every man, woman and child. Released through Stephenson Attractions, Limited.

Letter Received by Bijou Manager, Winnipeg, "Where's My Wandering Boy."

Winnipeg, Man., Oct. 4-22.

To the Manager of this Theatre:

Dear Sir,—

I have just seen the picture "Where is My Wandering Boy," and I wish to make it known to you that I for one am glad that I have seen it, I have a mother that I have not seen for years and to-night I start for home and to my dear old mother. I wish that the picture can do for others what it has done for me.

Yours truly,

A Wanderer.

Moonshine Valley, with William Farnham had an excellent run at Queen Square Theatre, St. John, N.B.

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"... With Service," Coleman Electric Co., 21 Dundas St. E., Toronto.

RAY LEWIS REVIEWS 'DETERMINATION' AND 'REMEMBRANCE'

"REMEMBRANCE," written and directed by Rupert Hughes is a Goldwyn release which had its premiere showing in Toronto at the Allen Richmond Street Theatre. "Remembrance" has those intimate touches of human interest with which all Rupert Hughes stories abound. Father, played by Claude Gillingwater, so admirably that one almost forgets everybody else but him, is surrounded by a growing luxury-loving family, wife included. Father works all the time, including overtime, but despite the fact that he has built up a very successful business, the incessant and increasing demands of his family for money almost ruin him financially, and endanger his health. Father, perilously close to death, through a breakdown, brings out the finer spirit of his wife and children, who finally cease to squabble about what they can get out of "poor old father," and long only for his recovery. Father recovers, business continues as usual, the children reform slightly, the wife appears to be cured entirely and sees that father has a little leisure for the enjoyment of what his wealth can give him also.

"Remembrance" has no "Hoorah" scenes, but that does not take away from the merit of the production. The grouping of the various characters was quite picturesque.

Patsy Ruth Miller, as the most sincere of all "father's daughters," did what she had to do very well. While Cullen Landis fitted his role admirably. Kate Lester, as the wife, probably had one of the most important roles yet entrusted to her care; and trust was not betrayed. Max Davidson as Ibrig, business rival of "Father" was especially good. Of course, since the picture was all about "Father," Claude Gillingwater was there most of the time; and the more one saw of his work the more one enjoyed it. "Father's" should just flock to see "Remembrance."

"DETERMINATION," the Lee-Bradford production released by Canadian Exhibitors takes its audience through London and Paris. The haunts of the Idle Rich and the denizens of the Idle Poor.

"Determination" has been produced with a great deal of attention to detail and atmosphere. The London scenes are so realistic that it is difficult to imagine that these scenes were not actually taken at Whitechapel, London. "Determination" abounds with distinctive characterizations and such punches as a real good boxing match, and a horse-race, produced with as much attention as scenes of this kind are produced in pictures where they singly are the sole feature. In "Determination," these scenes are but two of a great many which register equally as well.

The story is centralized around John Morton, a Londoner, and his twin brother, James Melvale. Both brothers are unaware of the existence of each other, through the eccentricity of their dead father, who separated the brothers in order that they might each determine their own destiny, ignorant of their relationship and his wealth which awaited them at thirty.

John Morton carves out a career which brings him among the fine element of society in London; and develops within his nature a desire for Service, which satisfies itself in founding a Mission in the White Chapel District, London. His brother, Melvale, is more of the "Lucky Devil-May-Care" type, and his interests are expressed in haunting the fashionable gambling rendezvous of Paris and the denizens of the Apaches. The brothers are confused by acquaintances and friends, who, ignorant also of the existence of two brothers, accuse John Morton of leading a double life.

"Lucky," a little waif whom Morton has befriended; and who, because of his love for an American girl, Frances Lloyd, leaves London for Paris, happens to meet the brother Melvale in the Cafe of the "Laughing Oyster," Paris, it is she who afterwards saves Morton from the disgrace of the accusations with which he is surrounded. All ends happily. The brothers meet, "Lucky" appears to be the choice of Melvale, while the American heiress, convinced that Morton is still the honorable man that she at first believed him to be, does not say no to Morton's proposal of marriage.

The picture has many beautiful sets which are so well dressed and elaborately planned that they offset the scenes of squalor. "Determination" is a melodrama and as it is melodrama which the public is now demanding, "Determination" properly exploited should get the exhibitors plenty of business.

Tie-Ups can be arranged with every welfare organization, for the theme of the story lends itself to exploitation of this kind. "Make Your Will" idea could be brought in also as the will of the father plays an important part.

Sportsman's organization could be utilized on account of the boxing match. Jockey Club tie-up on account of horse-race. In conjunction those stores handling goods of this kind could be induced to co-operate. For a Ballyhoo one could employ a regular "Coxey's Army Band" with a drum and banners stating that they had the "Determination" to visit John Morton's Mission House at ——— Theatre. This Band could play in front of the theatre and a woman could be used to represent "Whitechapel Mary," who would give an address and tell what she was when Morton found her and how he saved her. She could finish by inviting the crowd to see the story of her life as depicted in "Determination" at the theatre. "Lucky" could also make a little spiel.

"Determination" is the kind of a picture which needs sensational exploitation to make it get over. An ideal picture for the Strand Theatre, Toronto. In its present form it is eight reels, but a cut of two reels would do the trick and do the picture well.

David M. Hartford in the Market for Outdoor Stories

DAVID M. Hartford has entered the arena as purchaser of successful books and stories for screen production and his negotiations to date will furnish his producing organization with enough material to cover nearly two years of continuous effort.

"Bulldog Carney" by W. A. Fraser, is the first title announced and it is Mr. Hartford's intention to make a series of "Bulldog Carney" features. The excellence of the plots and splendid types of characters involved, plus the actual rugged Canadian locations already decided upon, will give this series a zest that will have the right kind of box office appeal.

With productions of "Back to God's Country," "Nomads of the North," "The Golden Snare," "The Rapids," and "Blue Water," all Canadian stories, to his credit, the successful marketing of this series is a foregone conclusion.

"Dave" is a member of the Theatre Owners' Association and President of the M.P.D.A. of Los Angeles.

Two Reel Films Open Shows at St. John

The Opera House, and Queen Square, St. John, which are playing tabloid comedy stock, for limited engagements are showing a two reel film preceding each show.

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